35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 6, 1961

Tv's look next season: the plans for shows with more quality & freshness 31

Refinements in ad techniques: ANA weighs changes that could affect spot 36

Secondary boycott: NLRB rules Chattanooga station not entitled to protection 50

Welcome mat for radio: top representatives say tv doesn't get better treatment 42

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KCRA·TV Channel 3 310 TENTH STREET • SACRAMENTO 14, CALIFORNIA HICKORY 4-7300

100,000 WATTS, MAXIMUM POWER NBC BASIC AFFILIATE

To: Advertisers, Agencies, Timebuyers

From: KCRA TV, Sacramento
NBC, Channel 3

One of the unfortunate facts of this business is that much of the research, upon which important decisions are based, is totally out of date. It is obvious that rating reports for June, 1961, can tell us little about the audience watching new fall programming.

In the "Sacramento-Stockton" market this problem is particularly acute -- because all stations will soon relocate all three transmitter sites and increase coverage markedly.

The following facts may be helpful to you in your effort to make sound buying decisions:

(1) KCRA-TV is a locally owned and managed station.

(2) KCRA-TV is on Channel 3, the only low band VHF station in the Sacramento Valley.

(3) KCRA-TV has the largest share of audience, according to every ARB and NSI published since its air date, September, 1955.

(4) KCRA News programs are among the highest rated and most popular news programs in the United States. Eighteen men working hard make this possible.

(5) KCRA-TV advertisers have recognition by the retail trade that their advertising support is on the leading station. More retail advertising is carried by KCRA-TV than the other stations combined.

(6) KCRA, Inc. broadcast experience in this market spans 16 years. Our people know and understand the market -- the market looks to KCRA, Inc. as its reliable AM-FM-TV media.

WSB-TV is proud to be ONE of the three!

Ray Moore, news director, and Dick Goss, cameraman, show RTNDA Award to Marcus Bartlett, WSB-TV, general manager

Forty of the nation's finest television stations entered the 14th annual competition of the Radio Television News Directors Association. Three awards were made: WDSU-TV, New Orleans, for "On-the-Spot Reporting"; WNBC-TV, New York, for "Community Affairs"; and WSB-TV, Atlanta, for "Editorializing." All three were recognized for distinquished achievement in broadcast journalism. The award made to WSB-TV was based on a program produced last year, "Desegregation: New Orleans." This was one of a series of programs that, over a period of a year, helped pave the way to peaceful integration of public schools in Atlanta. This type of programming is traditional at WSB-TV.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

DAY OR NIGHT WFAA-TV HAS THE WEATHER AT ITS FINGERTIPS!

ANOTHER IMPORTANT FACET IN THE
QUALITY TOUCH

Weather is BIG in Texas, and with WFAA-TV it's big business. So big, in fact, WFAA-TV maintains a fulltime meteorologist, Dale Milford. He is also the only TV weatherman in the area meriting the seal of approval of the AMERICAN METEOROLOGICAL SOCIETY! Milford's vast array of equipment includes two long-line weather teletypes, and a continuous motion map-producing facsimile recorder directly connected to the U.S. Weather Bureau in Washington, D. C., a system which is the backbone of all official weather bureau forecasting. His home is also a fully equipped weather station, giving WFAA-TV viewers an accurate account of changing weather regardless of the hour.

Naturally, there is a long waiting list for sponsors. But WFAA-TV does have other equally strong time slots, and your PETRYMAN is kept informed daily. Why not call him and put this "quality touch" to work for you?

WFAA-TV
channel 8
Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

* Served as Chairman

** Deceased

Federal Communications Commissioners July 10, 1934 to May 8, 1961

Reprinted by request • WGAL-TV • Lancaster, Pennsylvania

CLOSED CIRCUIT®

Double whammy

Team-work between Federal Trade Commission and FCC takes on new aspect this week with scheduled release of notice to all licensees that advertising adjudged false or improper by FTC is taboo on air. With FCC notice will be first synopsis of FTC accounting of advertising in all media about which questions have been raised (CLOSED CIRCUIT, Oct. 30).

FTC will issue periodic reports listing questioned advertisements. FCC letter will urge stations to heed lists and re-evaluate policies. No threat of revocation is made, it's understood, but FCC underscores necessity of accounting at time of renewal.

Swing to half hours?

It's only "felt" and not pinpointed, but highly placed network and agency executives cite renewed interest of advertisers in identifying themselves with regular half-hour tv sponsorships. If swing develops next season, it's sure to knock props from under proponents of spot rotation ("magazine concept"). Several agency-produced pilots have been offered at NBC-TV looking toward 1962-63 placement.

Government control quiz

"Do you believe the federal government should have control of tv and radio programs?" That question is one of 19 covering wide range of topics included in questionnaire sent by Rep. Wm. H. Avery (R-Kan.) to some 100,000 constituents. While Rep. Avery, now member of powerful Rules Committee and former member of Commerce Committee, which handles broadcast regulation, has opposed undue government encroachment, fact that he would include direct question in survey is regarded as indicative of great concern in Congress over current regulatory efforts.

Another survey, undertaken by WTMJ-AM-TV Milwaukee inquires into tv's effect on youth. George Comte, general manager, has arranged with Dr. Wilbur Schramm, of Stanford U., for study in depth of findings of survey in Milwaukee area and results will be made available to broadcasters through NAB.

Another Georgia bellringer

Georgia, which has figured prominently in broadcast news by virtue of its recent "SERTS" conference on programming regulation (BROADCASTING, Sept. 18) will start off new year with another bellringer. 17th Annual Georgia Radio and Television Institute at Athens, Jan. 23-25, under auspices of U. of Georgia, will have list of headline participants that would do justice to national convention. Already booked are Pierre Salinger, Presidential news secretary; Roger Tubby, Asst. Secretary of State; Arthur L. Sylvester, Asst. Secretary of Defense; Clair McCollough, chairman NAB joint board of directors and J. Leonard Reinsch, executive director of Cox radio and television stations, communications advisor to President Kennedy and member of U.S. Advisory Commission on Information.

Institute, arranged under auspices of John E. Drewry, dean of Henry W. Grady School of Journalism of U. of Georgia, also combines its proceedings with those of Georgia Assn. of Broadcasters, which conducted "SERTS" conference. While main thrust of Institute sessions will be in news and commentary areas, future of communications and global coverage through space satellites also on agenda.

NAB negotiations

Conversations have been underway between Peter Goelet, president, National Audience Board Inc., and President LeRoy Collins of the National Assn. of Broadcasters regarding recapture by association of rights to "NAB" insignia. Goelet enterprise has been using "NAB" on its *Newsletter* since association dropped it almost decade ago when it became NARTB. Subsequently, when association reverted to National Assn. of Broadcasters, it found "NAB" had been pre-empted and trademarked.

While there has been no formal comment, it's understood that Mr. Goelet felt his organization was entitled to remuneration, particularly since it would necessarily have to adopt new title for its Newsletter *and other board promotion insignia and related documentation. Figure of $25,000-$50,000 has been mentioned but hasn't been confirmed.*

More millions?

In face of presidential directive for agencies to cut down spending, FCC reportedly is seeking for fiscal 1963 20% increase over 1962 fiscal appropriation of $12.5 million. Commission's strongest argument is space communications and will seek 15-20 men for new unit. FCC hopes to effect housekeeping savings following management survey now underway.

Double reverse movies?

There may be even more mileage to old feature films than repeated exposure on tv. MCA-TV, as experiment, booked some of its pre-1948 Paramount features (*Double Indemnity* and *It's a Gift*, with W. C. Fields, and *Horse Feathers* and *I'm No Angel*) as double features in New York theatre. Grosses topped average by more than 20%. MCA officials are considering extension of theatre-to-tv-back-to-theatre concept to motion-picture houses throughout country.

Tricks and retreats

Members of FCC have rebelled because important and often controversial items have been added to meeting agenda very late on day before meeting. Commissioners have complained they do not have enough time for study, resulting in recent abstentions. Two recent examples: program incentive plan letter to CBS-TV (BROADCASTING, Oct. 30) and FCC letter on advertising. Scheme is designed to prevent premature disclosure of matters to be considered at commission meetings. Last summer, false agenda items were being circulated but this practice was stopped following public disclosure (CLOSED CIRCUIT, June 5).

Tower tussle

FCC and Federal Aviation Agency are at odds again over tower jurisdiction—often bone of contention between two regulatory agencies. FCC has sent recommended legislation to Bureau of Budget asking that it be given authority to order unused towers dismantled. FAA told budget that such legislation would be useless since FAA has jurisdiction, not FCC.

Unions unite

International Alliance of Theatrical Stage Employes and National Assn. of Broadcast Employes & Technicians have been holding series of meetings to attempt to work out areas of mutual interest in which two unions can cooperate. NABET represents largely technicians at various networks and IATSE represents stagehands but also holds contracts for some technical workers. It is believed that unions want to strengthen areas in which they can cooperate, particularly because of trend toward automation at networks, which could displace some employes.

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WMAReporters cover the Baltimore-Maryland scene!

Staffers prepare 35 weekly news programs plus bulletins!

The WMAR-TV news department has covered every newsworthy event in this area since October 27, 1947. Folks here look to WMAR-TV for the fastest, most authoritative local coverage plus CBS Network national and international news.

The fast-moving, experienced WMAR-TV news staff, working with a vast variety of equipment . . . film and sound cameras, printers, film processors, fully-equipped station wagon, remote equipment and wire services . . . prepare the daily "Early News," "Seven O'Clock Final," "Eleven O'Clock News" and "Sunday News Report." WMAR-TV—with the nation's oldest continuous newsreel—keeps the millions in the nation's 12th market well-informed. This is *Viewmanship* at its best!

ATTENTION!

WBOC-TV Channel 16 represented by: The Bolling Company

WBOC-AM 960 kc represented by: Burn-Smith

in **Salisbury,** the heart of the growing Eastern Shore of Maryland, are owned and operated by the Sunpapers of Baltimore and WMAR-TV.

No Wonder—In Maryland Most People Watch

WMAR-TV CBS

Channel 2 • SUNPAPERS TELEVISION, Baltimore 3, Md.

THE KATZ AGENCY, INC.
National Representatives

WEEK IN BRIEF

Up, up, up is the word for the quality of television programs now being planned for the 1962-63 season as networks, agencies and producers respond to government, audience pressures. See . . .

FRESH, NEW PROGRAMS, 1962-63 . . . 31

Will increased segmentation of advertising efforts favor spot at network expense? Will automation make drastic changes in present practices? ANA delegates were told that last week. See . . .

AD POINTS GETTING FINER? . . . 36

The FCC finally makes public what it's been doing for some time in antitrust cases involving GE, Westinghouse. They're asked to tell why they deserve license renewals. See . . .

GE, WBC TO FCC CARPET . . . 54

Who says some agency time buyers aren't interested in hearing a radio rep's pitch? A BROADCASTING survey did; but some radio reps deny it, say buyers welcome them as though they were tv men. See . . .

RADIO REPS STILL WELCOME . . . 42

Broadcasters sell a product, not a service, rules NLRB, holding they are not entitled to protection from secondary boycott practices in finding against WOGA Chattanooga. See . . .

SECONDARY BOYCOTT LEGAL—NLRB . . . 50

When the agency turns out those resounding commercials that overpower the viewers with statistics and comparisons, it better be ready to prove them. That's what FTC is warning firms using this tack. See . . .

MORE THAN A COPYWRITER'S DREAM . . . 56

Complaints by independent tv stations that they are losing money by subscribing to the revised code with its reduction in commercial time brings orders for NAB code staff study. See . . .

NEW LOOK AT CODE LIMITS . . . 74

How can reps keep more current on client tv station availabilities and how can stations keep these salesmen up to date without excessive paper-work? Datatrol's answer: data automation. See . . .

DATATROL'S INSTANT AVAILABILITIES . . . 82

There's one act it seems everybody's getting into—as shown by the lengthening lists of applicants for vhf drop-ins in three markets under the FCC's plan for interim tv operation on a joint basis. See . . .

RUSH FOR VHF DROP-INS . . . 58

There are lots of things a station can do to endure and prosper. But there are some musts, according to Elmo I. Ellis, WSB Atlanta, who lets fellow operators in on his maxims for making a go of radio. See . . .

RADIO'S TEN COMMANDMENTS . . . 84

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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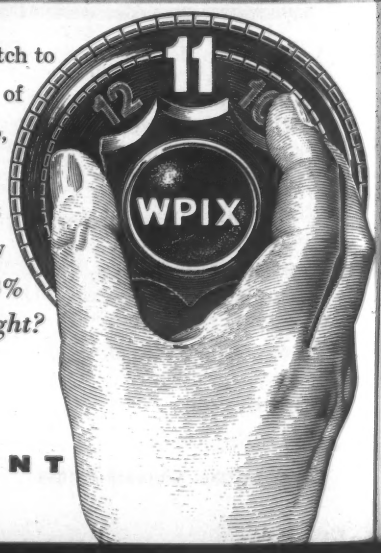
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?*



NEW YORK'S PRESTIGE INDEPENDENT

Radio-tv usefulness assured, says Steers

AGENCY EXEC TELLS ANA MEDIA WON'T BE OUTMODED

Radio is pace setter for all major media, including television, in trends which eventually will make them primarily "personal" services, William Steers, president of Doherty, Clifford, Steers & Shenfield, said Friday at Assn. of National Advertisers' annual meeting (earlier stories pages 36-38).

He also predicted that television will extend its hold on people and become even more valuable advertising instrument—a prediction that seemed to give no support to fears expressed by number of advertisers that rising tv prices might in time imperil television's cost efficiency (see page 38).

Mr. Steers also thought that "in the next few years" all television may be consolidated in uhf. This would mean, he said, that "many small and middle-sized markets now being covered by metropolitan stations will have to get outlets of their own"; that advertisers' network lineups would have to number closer to 225 stations than today's 160; that "opportunities for regional and independent networks will spring up," and that "buying television time will become even more complex and exacting than it is today." He said existing vhf channels would be taken over by government, armed services and educators.

Fragmentation ■ Current trends toward "market fragmentation," also pointed up by Benton & Bowles President William Hesse (page 36), will be reflected in changes in all media and already apparent in radio, Mr. Steers predicted.

"Radio has become a uniquely personal medium," he said. "It is, in many ways, a bellwether medium. It shows . . . the direction in which media are trending and, in a curious way, it is ahead of the pack . . . an intensely personal medium . . . private and individual.

"Though radio sometimes offers very little in the way of controversy or depth of reporting, it has become a very satisfying medium to many, many people . . . in its programming radio has managed to capture many different areas of special interest—in music, in news, in sports. . . .

"Radio is very much 'with it'—in terms of satisfying the modern man. By becoming personal and individualized, it dramatizes the changes that must come about among magazines and newspapers. It also, I believe, dramatizes the trend of television."

He said tv "is the greatest man-entertainment invention in history—so far," and promises many electronic advances: "as a competitor for people's time, television's power is only beginning to be felt. Low-cost color television is not far off. We will also see mural, or wall television. These advances will make tv more enjoyable to watch and more valuable as a sales tool." And as each family member gets his own tv set, he said, television like radio will become a more "personal medium," filling more "specialized needs and wants."

In another ANA session Friday, tv consultant Harry Wayne McMahan showed filmed presentation designed for wide distribution to help acquaint public with benefits they receive from advertising. In closed session Gilbert H. Weil, ANA general counsel, analyzed problems for advertisers in the temporary cease-and-desist power Federal Trade Commission is seeking from Congress.

Nightsiders

Latest wrinkle in political advertising: all-night telethon will be sponsored by Republican Committee for election of Lefkowitz-Fino-Gilhooley on WPIX (TV) New York tonight (Nov. 6), starting at 11:30 p.m. and continuing until 6 a.m. tomorrow when polls open. Answering viewers' phone calls will be Louis J. Lefkowitz, mayoralty candidate, and his running mates, Paul Fino and John Gilhooley, plus Gov. Rockefeller of New York, Sen. Jacob Javits and Rep. John Lindsey. Agency is McCann-Marschalk, New York. WPIX normally goes off air at 12:30 a.m.

Big Revlon accounts to move to NC&K

Details haven't been worked out but some of Revlon's billing (possibly as much as $5-7 million) reportedly is going to Norman, Craig & Kummel. Products hadn't been decided Friday (Nov. 3) but bulk is said to be coming from Warwick & Legler. NC&K once before had been Revlon's chief agency. Revlon account moved from NC&K to BBDO in 1955. Broadcast billing might amount to 50%-60% of total.

Fewer but better

Tv film commercial production in New York over past four months is reported to be "way off" from last year, evidenced by curtailment of staffs and elimination, in many cases, of animation units. Reason is said to be that advertisers are producing fewer (but more expensive) commercials and running them over longer periods of time, necessitating smaller number of film spots. Particularly hard hit have been production houses which were heavy in animation because these companies were required to keep personnel on staff, in contrast to live-action employes, often hired on per-project basis.

Tv networks to testify in final program phase

Final phase of FCC's exhaustive exploration into tv programming practices will begin next Jan. 9 in Washington, agency announced Friday. Testimony of spokesmen for three tv networks will be taken.

Proceedings started in May 1959; last month advertisers testified in New York (BROADCASTING, Oct. 9, 2). FCC's purpose is "to hear from all principal groups in the industry" about their policies and practices in network tv programming processes.

Local radio business rosy, Taft execs told

Television and radio managers of eight Taft Broadcasting Co. stations were told last week that local radio business is better than ever.

Morris Kellner of The Katz Agency, which represents six Taft stations, addressed Taft's fifth annual management conference in Ponte Vedra Beach, Fla., which concluded Thursday night. He said man spending his own money knows radio is producing sales—and at low cost. National spot, he said, is not in same position.

In discussion of FCC regulations Bernard Koteen, Taft's Washington attorney, cautioned managers to docu-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Allerton

Richard M. Allerton, who for 10 years has headed research activities of NAB, retired Oct. 31. Mr. Allerton, 63, joined NAB as research director in February 1952. Before that he was marketing and research specialist with William Esty & Co. and Abbott Kimball & Co., in advertising field, and with Crossley Inc. and Free & Peters in broadcasting side of research. He spent 14 years on Wall St. as research statistician, economic and financial researcher and bond salesman. Mr. Allerton said last week he plans to be active in business and will announce his future plans shortly.

Stimson Bullitt, partner in law firm of Riddell, Williams, Voorhees, Ivie & Bullitt, Seattle, elected president and chief executive officer of King Broadcasting Co. (KING-AM-FM-TV Seattle, KREM-AM-FM-TV Spokane, and KGW-AM-TV Portland, Ore.). He succeeds **Mrs. A. Scott Bullitt,** his mother, who will continue as chairman of board. Mr. Bullitt has been an officer and director of King Broadcasting Co. since it was founded in 1946 and president of Bullitt Co.

Charles R. Abry, Ernest Lee Jahncke Jr. and **Angus Robinson** become vps at NBC. Mr. Abry, eastern sales executive since 1958, joined NBC-TV as eastern sales manager in January 1957. Mr. Jahncke, director, standards and practices since October 1960, joined NBC Dec. 30, 1959, as director, standards. Mr. Robinson, director of central sales for NBC-TV, joined network in 1953.

Robert L. Werner, vp and general attorney of RCA and director of RCA Victor Distributing Corp. and RCA Communications Inc., elected executive vp and general attorney today (Nov. 6). Mr. Werner, formerly attorney with U.S., joined RCA in 1947 as attorney and was elected vp in 1951. **Dr. Carroll V. Newsom,** who leaves New York U. presidency at end of this year, elected to board of RCA. (Dr. Newsom also becomes director on NBC's board, as does **Mrs. Everett Needham Case,** who had been elected to RCA board last Sept. 1).

Mr. Hodges

Ernest J. Hodges, vp and account service supervisor on Ralston Purina and Foremost Dairies accounts at Guild, Bascom & Bonfigli, San Francisco, elected senior vp of agency. Mr. Hodges joined GB&B in 1952 as vp and supervisor on Ralston account, and from 1948 to 1952 opened own public relations firm, Hodges-Pierce & Co., San Francisco.

Mr. Tinker

Grant A. Tinker, vp and director of programming, Benton & Bowles, New York, since October 1959, appointed general program executive, NBC-TV. Before joining B&B, Mr. Tinker was with McCann-Erickson for five years as director of program development, and earlier was operations manager of NBC Radio for three-and-one-half years.

Storer Broadcasting Co. announces that two of its top executives, **Bill Michaels** and **Terry H. Lee,** have assumed additional duties and responsibilities of vp for tv and director of business planning and development, respectively. It was also announced that **Robert M. Akin,** partner of Dittmar & Co. Inc., San Antonio investment firm, joins Storer as director of finance (story page 94).

Assn. of National Advertisers elected **John Veckly** chairman and **Max Banzhaf** as vice chairman, at its annual meeting at The Homestead, Hot Springs, Va. Mr. Veckly, director of advertising, U.S. Steel, succeeds **Roger Bolin,** Westinghouse Electric Corp. (story page 31).

For other personnel changes of the week see FATES & FORTUNES

ment thoroughly all public affairs broadcasts. He stressed importance of getting into record community services supported by stations.

More facts and less fancy in station presentations was advice of Robert Liddell, Compton Agency's associate media director. He said stripped-down information is required if time spent on presentations is to pay off for agencies and stations.

Four-day conference was climaxed by Thursday night banquet addressed by Hulbert Taft Jr., board chairman and president of Taft group.

NLRB switch favors AFTRA

National Labor Relations Board ruled Nov. 3 that AFTRA efforts to persuade its members to refuse to make transcriptions for WCKY Cincinnati during strike there in 1957 did not constitute illegal secondary employe action. Board originally had held that AFTRA's attempt was unfair labor practice, but appeals court remanded case for reconsideration because of procedural errors.

WPIX says 1.8 million watched 'answer' program

WPIX (TV) New York reported Friday (Nov. 3) that approximately 1.8 million persons watched its three-hour "Hollywood's Answer to Communism" special program on Thursday (Nov. 2). Audience figure was based on American Research Bureau study. Station spokesman added program prompted 780 telephone calls and more than 100 telegrams from viewers.

No extra equal time, FCC tells Socialist

FCC gave short shrift in Friday wire to Socialist Labor Party which had complained its candidate for mayor of New York had been treated unfairly by WNTA-TV Newark-New York. Candidate Eric Hass said his appearance on station was only for time equal to that given Republican candidate, but that he'd been given no chance to answer Democrats.

Broadening Emmy?

There's talk of expanding annual Emmy awards to include some for outstanding service by individual television stations. Subject was explored last week at Washington meeting of high officials of Academy of Television Arts & Sciences, which gives out Emmys, and NAB. Proposal originated with academy officials, it was learned Friday, and is looked on with at least some favor by NAB.

Medicine of the 60's

ABSORBING ONE-HOUR TELECASTS THAT ONLY REAL LIFE CAN DELIVER!

No fictional work can compare with the tense and gripping drama of life itself. No writers or actors can capture the tension that can only come from seeing real surgeons perform real operations!

The first year's production of MEDICINE OF THE 60's is currently making medical and television history in more than 75 local markets. In nearly half of these it is being sponsored by local Blue Cross and Blue Shield Chapters.

Now, Screen Gems is making 12 more of these video taped public service programs available for local and regional sponsorship.

FLASH!!! Just renewed for a second year by BLUE CROSS OF SOUTHERN CALIFORNIA for all of Southern California, including Los Angeles, Santa Barbara, Bakersfield, San Luis Obispo and San Diego!

For full details, contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

THE PGW

COLONEL'S MAJORITY

The TV and Radio Stations represented by **PGW** play an important part in the everyday life of a majority of the nation's homes.

And the **PGW** Colonels in our ten offices from coast to coast are always ready, willing and very able to show you the best ways to reach these millions of homes with spot radio on these fine radio stations. Won't you give us a call?

FOR SPOT RADIO

EAST–SOUTHEAST		FREQUENCY	WATTS
☆WCBM	Baltimore	680	10,000
☆WWJ	Detroit	950	5,000
☆WLOS	Asheville, N. C.	1380	5,000
☆WCSC	Charleston, S. C.	1390	5,000
☆WSOC	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
☆WSIX	Nashville	980	5,000
☆WPTF	Raleigh-Durham	680	50,000
☆WRVA	Richmond	1140	50,000
☆WDBJ	Roanoke	960	5,000
☆WSJS	Winston-Salem	600	5,000

MIDWEST–SOUTHWEST			
☆WHO	Des Moines	1040	50,000
☆WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
☆WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
☆WBAP	Ft. Worth—Dallas	820	50,000
WBAP		570	5,000
☆KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

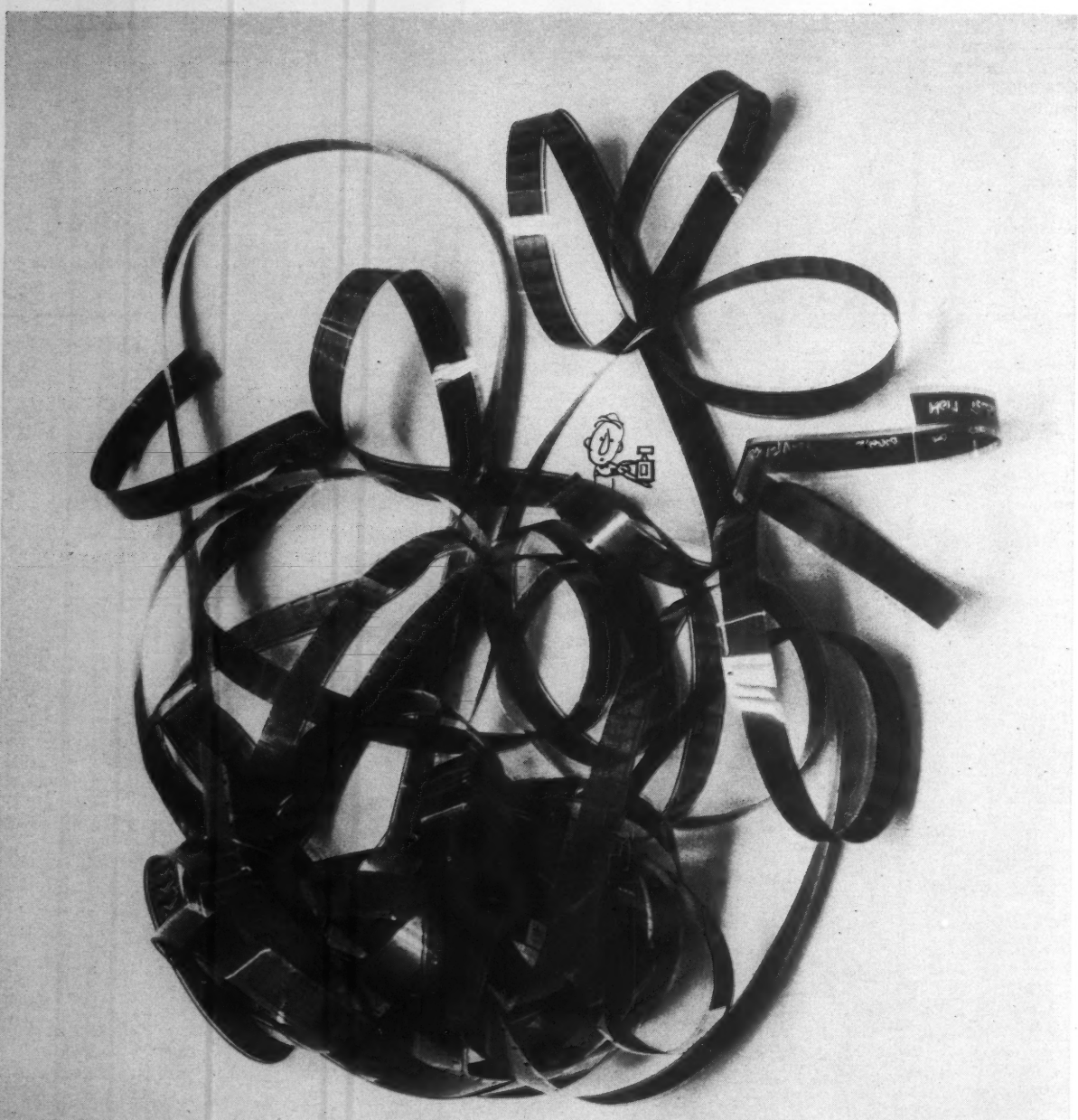
MOUNTAIN and WEST			
KHOW	Denver	630	5,000
☆KBOI	Boise	950	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC		970	1,000
KGBS	Los Angeles	1020	50,000
☆KIRO	Seattle	710	50,000

☆Also FM

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA BOSTON DETROIT ST. LOUIS FT. WORTH DALLAS LOS ANGELES SAN FRANCISCO



WHAT DID HE SAY?

No one will ever know. As so often happens, the basic selling idea got lost in a gaggle of opticals, a covey of camera angles, a pride of takes and 4000 feet of film. It didn't sell much of anything.

At N. W. Ayer, we have all the opticals, angles, takes and film that commercial production requires. But our best technique is *never* to leave a profitable selling idea on the cutting room floor.

The commercial is the payoff / N. W. AYER & SON, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER

*Nov. 6-8—**Broadcasters Promotion Assn.**, annual convention. James C. Hagerty, ABC news vp will be keynote speaker at joint BPA-Radio & Television Executives Society luncheon. Waldorf-Astoria Hotel, New York City.

Nov. 6—Reply comments due on **FCC** inquiry into network option time.

Nov. 6-7—**North Carolina Assn., of Broadcasters,** fall convention. Speakers include FCC Commissioner Robert T. Bartley. Mid-Pines Club, Southern Pines.

Nov. 6-9—**National Community Television Assn.**, committee and board meeting. Greenbriar Hotel, White Sulpher Springs, W. Va.

*Nov. 7-9—**Point-of-Purchase Advertising Inst.**, annual symposium and exhibit. McCormick Place, Chicago.

Nov. 8—**Radio & Television Executives Society,** Time Buying and Selling Seminar, third session. "When the Rep Answers His Phone." Instructors: Arthur H. McCoy, John Blair; Max Friedman, H-R Representatives; Cris Rashbaum, Harrington Righter & Parsons; Marion Lonsberry, WCBS-TV. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 8—**National Academy of Television Arts & Sciences,** Los Angeles chapter. Speaker: Sir Gerald Beadle, former television director of the BBC. Beverly Hills Hotel, Beverly Hills, Calif.

Nov. 8—**Petry Co.** seminar on promotion, research, and merchandising, annual meeting in conjunction with BPA convention. Board room, Edward Petry & Co., 3 E. 54th St., New York.

Nov. 9—Argument before U. S. Court of Appeals for the District of Columbia on Connecticut theatre owners appeal from **FCC** decision authorizing pay tv operation in Hartford, Conn.

*Nov. 10—Special newsmaker luncheon of **Radio & Television Executives Society** with the Overseas Press Club and United Nations Correspondents Assn., Indian Prime Minister Nehru, guest speaker. Waldorf-Astoria Hotel, New York.

Nov. 10—**California Broadcasters Assn.**, annual meeting. Mark Hopkins Hotel, San Francisco.

Nov. 10—New deadline for comments in **FCC** rulemaking concerning major revision of fm broadcast rules, (extended from Sept. 5).

Nov. 10-11—**Illinois Broadcasters Assn.** Sheraton-Chicago Hotel, Chicago.

Nov. 10-12—**Advertising Federation of America,** 2nd district convention. Hershey Inn, Hershey, Pa.

*Nov. 13—25th anniversary celebration of the establishment of tv in England. Luncheon at Empire Room, Waldorf-Astoria Hotel, N. Y., given by Robert W. Sarnoff, NBC

NAB fall conferences

Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis.
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

FACTS PROVE Conclusively!

K-NUZ IS HOUSTON'S NO. 1 BUY

ADULT AUDIENCE and TOTAL AUDIENCE

Here are the latest FACTS and FIGURES on cost-per-thousand TOTAL audience and cost-per-thousand ADULTS delivered by Houston Radio Stations. K-NUZ again is conclusively Houston's number one BUY!

TRAFFIC TIMES
6 AM - 9 AM and 4 PM - 7 PM
Monday thru Friday

STATION	Cost Per 1000 Total Audience	Cost Per 1000 Adult Audience
K-NUZ	$1.19	$1.46
Ind. Sta. "A"	$1.54	$1.97
Net. Sta. "A"	$2.08	$2.23
Ind. Sta. "B"	$2.40	$2.72
Net. Sta. "B"	$3.45	$3.61
Ind. Sta. "C"	$1.55	$1.61

9:00 AM - 4:00 PM
Monday thru Friday

STATION	Cost Per 1000 Total Audience	Cost Per 1000 Adult Audience
K-NUZ	$1.17	$1.56
Ind. Sta. "A"	$1.28	$1.92
Net. Sta. "A"	$2.56	$2.73
Ind. Sta. "B"	$1.85	$2.27
Net. Sta. "B"	$4.84	$5.16
Ind. Sta. "C"	$1.63	$1.72

Source: July-August PULSE, 1961 ¼ hour average ratings against published one time minute rates in October 1, 1961 SRDS.

1st WITH THE MOST K·NUZ

THE LEADER IN HOUSTON — 24 HOURS
Affiliated with K·QUE — Houston's
TOP FM STATION
MEMBER OF TEXAS QUADRANGLE
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

THE KATZ AGENCY, INC.
National Representatives

board chairman. Hugh Carleton Greene, director general of BBC, is honored guest.

•Nov. 13—**Hollywood Advertising Club** shirtsleeves session on creative radio, 12 noon. Hollywood Roosevelt. Harfield Weedin, program director, KNX Los Angeles, will chair a panel of three other program directors—Robert Forward, KMPC; Charles Blore, KFWB; Jack Meyers, KABC, all L.A., plus Ira Laufer, sales manager, KEZY Anaheim, Calif.; Robert Light, president, SCBA, and Bob Crane, KNX morning disc jockey.

•Nov. 13—Annual general membership meeting of Screen Actors Guild, 8 p.m., Beverly Hilton Hotel, Beverly Hills, Calif.

Nov. 13-16—**Public Relations Society of America,** 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

Nov. 14—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fourth session. "Using the Network." Instructors: Jules Barnathan, ABC-TV; Ben Lochridge, CBS Radio. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 14-16—**IRE,** Mid-America Electronics Conference, Kansas City, Mo.

Nov. 14-18—**Associated Press Managing Editors Assn.,** annual convention. Speakers include Attorney General Robert F. Kennedy. Dallas.

Nov. 15-16—**American Assn. of Advertising Agencies,** eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel. Detroit.

Nov. 16-17—**Institute of Broadcasting Financial Management,** Sheraton-Chicago Hotel, Chicago. Speakers include Hamilton Shea, chairman All-Industry Television Station Music License Committee; and Hyman H. Goldin, chief of the FCC's economic division.

•Nov. 17—Chicago chapter, **American Marketing Assn.,** second annual conference. Sheraton-Chicago Hotel, Chicago.

Nov. 17—Oral arguments before the **FCC** *en banc* on network option time proposals (rescheduled from Nov. 3).

Nov. 17—**Maine Assn. of Broadcasters,** annual November meeting. Pilots Grill, Bangor.

•Nov. 17-18—**Oregon Assn. of Broadcasters,** fall metting. Multnomah Hotel, Portland. Kenneth Cox, FCC Broadcast Bureau chief, will be principal speaker and will answer questions after his talk. Other speakers include prominent men from the educational and business fields as well as broadcasters.

Nov. 18—**UPI Broadcasters of Wisconsin,** fall meeting. Lorraine Hotel, Madison.

•Nov. 18—Deadline for comments on FCC proposed tv allocations in Wyoming, Nebraska, Colorado and Kansas (Docket No. 13860). Replies due Dec. 18.

Nov. 20-21—**Nebraska Broadcasters Assn.,** convention. Grand Island.

Nov. 21—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fifth session. "Using Research For Your Decisions." Instructors: Mary McKenna, Metromedia Inc.; William Murphy, Papert, Koenig, Lois. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

•Nov. 21—Philadelphia chapter, **American Women in Radio and Television,** dinner meeting. Hotel Sheraton, Philadelphia.

•Nov. 21—**Florida Assn. of Broadcasters,** one-day seminar following NAB regional meeting of the day before. Speakers include: James O. Juntilla, asst. to the FCC Broadcast Bureau chief; Marcus Cohn, Washington attorney practicing before the FCC; Arthur Gilbert, FCC Florida engineer. Robert Meyer Hotel, Jacksonville, Fla.

•Nov. 24—Deadline for answer from CBS-TV and affiliates to FCC letter questioning propriety of the network's sliding-scale affiliate compensation plan.

•Nov. 24-26—**National Assn. of Television & Radio Farm Directors,** annual convention. Conrad Hilton Hotel, Chicago.

Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

Nov. 28—**Radio & Television Executives Society,** Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Ruth Jones, J. Walter Thompson. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 30—**Academy of Telvision Arts & Sciences,** New York chapter, fourth annual "close-up" of tv personalities (David Brinkley and Chet Huntley), Astor Hotel, New York City.

DECEMBER

Dec. 1—Deadline for entries in **International Broadcasting Awards** contest. Submit to Hollywood Advertising Club, 6362 Hollywood Blvd.

•Dec. 1—**Arizona Broadcasters Assn.,** annual meeting. Apache Junction, Ariz.

Dec. 4—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233);

YOU'VE GOT IT!...

with WBIR-TV* — Channel 10 — a CBS affiliate

You catch the profitable, big-volume sales of this market when you capitalize on these three media values:
■ WBIR-TV's strong, strong showing in the heart of the Tennessee Valley market (ARB and Nielsen).
■ WBIR-TV's extraordinary viewer acceptance, the result of outstanding news coverage and public service programs. ■ WBIR-TV's extensive CBS network programming interlaced with local features of exceptional viewer attraction.
**WBIR-TV is affiliated with WFBC-TV-AM, Greenville, South Carolina*

Knoxville, Giant of the Tennessee Valley
America's 67th Metropolitan Area Watches and Responds to WBIR-TV.

Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Dec. 4—Deadline for comments on **FCC** proposal to deintermix Springfield, Ill., by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

Dec. 5—**Radio & Television Executives Society,** Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel, Compton Adv. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 6-8—**NBC Radio & Tv Affiliates,** annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (Rescheduled from Oct. 5).

Dec. 12—**Radio & Television Executives Society,** Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 27-29—**American Marketing Assn.,** annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

JANUARY 1962

*Jan. 1—Reply comments due on **FCC** proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

*Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

*Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 19-21—**Advertising Assn. of the West,** annual conference. Hotel Californian, Fresno.

FEBRUARY 1962

Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

*Feb. 2—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 4-13—**Advertising Recognition Week.**

Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—**National Winter Convention on Military Electronics.** Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, **Directors Guild of America.** Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

*Feb. 13—Formal awards banquet of the **International Broadcasting Awards** contest. Hollywood Palladium, Hollywood, Calif.

*Feb. 20- March 25—**Art Directors Club of Los Angeles,** 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH 1962

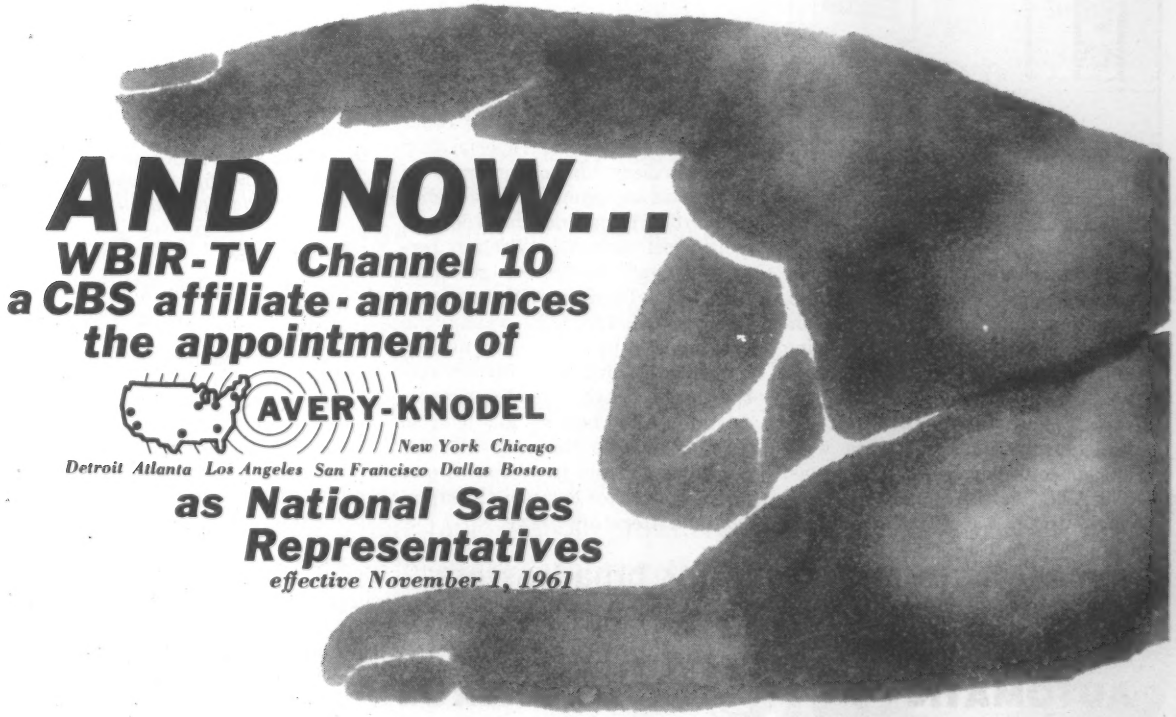
*March 14-16—**Electronic Industries Assn.,** committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

APRIL 1962

April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel, Chicago.

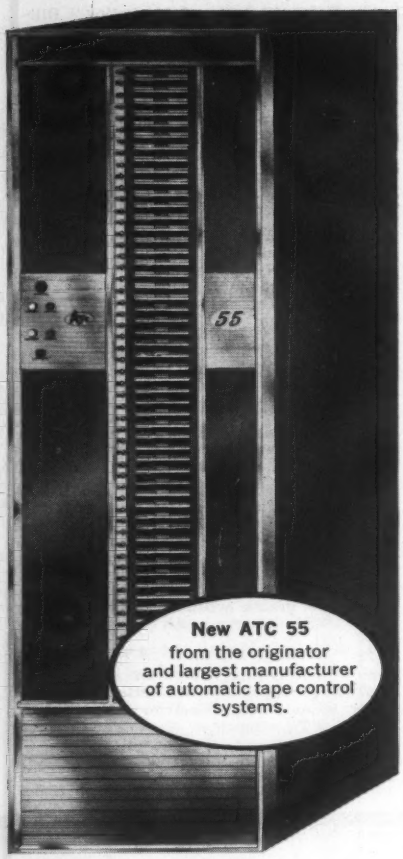
MAY 1962

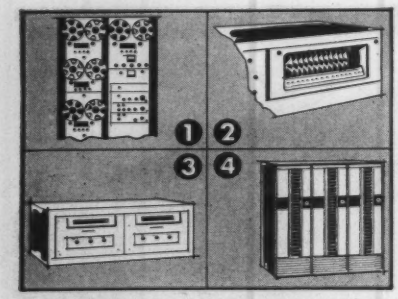
*May 23-25—**Electronic Industries Assn.,** 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.



Programming center for full or part-time automatic broadcasting

Plays up to 55 tape magazines and can be used to automatically start other broadcast equipment after any magazine.





The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations. The ATC 55 will automatically play back up to 55 magazine-loaded taped spots, themes, and production aids; up to 165 full length musical selections, without resetting or reloading. It is also designed to operate in conjunction with other broadcast equipment. A special 3200 cycle auxiliary control tone may be inserted at any point in the sequence to start (1) material recorded on reel-to-reel tapes, (2) a Seeburg record changer, or (3) the standard ATC units. Used in multiples of two or more (4), the ATC 55 may be programmed to play in any desired sequence automatically. It delivers the highest quality broadcast reproduction. And, best of all, it is so easy to operate that any of your personnel can run it. Write, wire or phone collect for complete information and literature today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Dept. 112 • Bloomington, Illinois

OPEN MIKE®

The 1961-62 Yearbook

EDITOR: Congratulations for the excellent job your staff did on the latest BROADCASTING Yearbook. The excellent presentation of a wealth of solid facts and figures has already been put to good use.—*Harvey Chertok, director of advertising & publicity, Seven Arts Associated Corp., New York.*

EDITOR: YOUR NEW YEARBOOK SURPASSES ANYTHING YOU OR ANYONE HAS EVER DONE. CONGRATULATIONS ON A FINE JOB.—LARRY WALKER, EXECUTIVE VICE PRESIDENT, WSOC-AM-FM-TV CHARLOTTE

San Francisco story

EDITOR: Will you please send me 10 reprints of your fantastic article on the San Francisco Bay area published in your Sept. 25 issue.

The in-depth studies and future projections in population, economics and advertising penetration provide valuable tools for future planning in this area.

Every issue of BROADCASTING provides invaluable material to those involved in media evaluation and analysis. —*W. Robert Thompson, regional promotion manager, Columbia Records Sales Corp., Hollywood.*

More Senators' signers

EDITOR: Your recent article (THE MEDIA, Oct. 23) brought 14 mail responses and three long-distance phone calls the following day, which gave us an additional 26 stations for the new Washington Senators' Baseball Network.

I take this opportunity to thank your staff for the fine article.—*E. R. Quesada, president, Washington Senators.*

In defense

EDITOR: I am writing this letter as an individual and not as a representative of WLEE.

It seems to me to be rather inconsistent for people nowadays to discuss the need for better standards of broadcasting and, in the next breath, to discuss the possible revocation of licenses held by Westinghouse and General Electric stations.

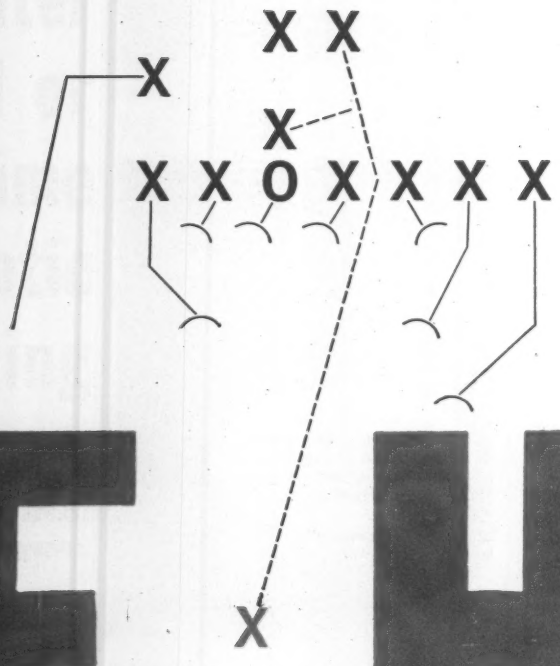
I grew up in the arms of the 50,000 watt transmitters of both a GE station and a Westinghouse station, back in the days when small town stations were few and far between and clear channel stations provided a vital service to rural America.

I cannot condone unethical conduct in any industry, but we are judging men in the broadcasting industry, not officials of an appliance manufacturing empire. In years gone by, Westing-

DRAG YOUR DRACHMS/ In ancient Greece a drachm delivered many things... a seat at a Sophocles play, a ride in a two horse chariot, a ticket to the Olympic games! Drachms, of course, aren't what they used to be... even the name has changed! But drachms, drachmas or dollars, they still go a long way in Baltimore at WBAL-Radio. WBAL-Radio takes the Greek out of station buying by translating these facts into sales: WBAL-Radio is powerful – dominating the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states. WBAL-Radio is progressive – providing its listeners with a distinctive format of full range programming and music for mature minds. WBAL-Radio is productive – reaching more homes in a given week than any other Baltimore radio station, providing more unduplicated coverage in this market than any other station. If you want your advertising to deliver sales in Baltimore and Beyond, drag your drachmas to WBAL-Radio today... or call our reps and let them do your heavy work!

WBAL-RADIO BALTIMORE NB Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.

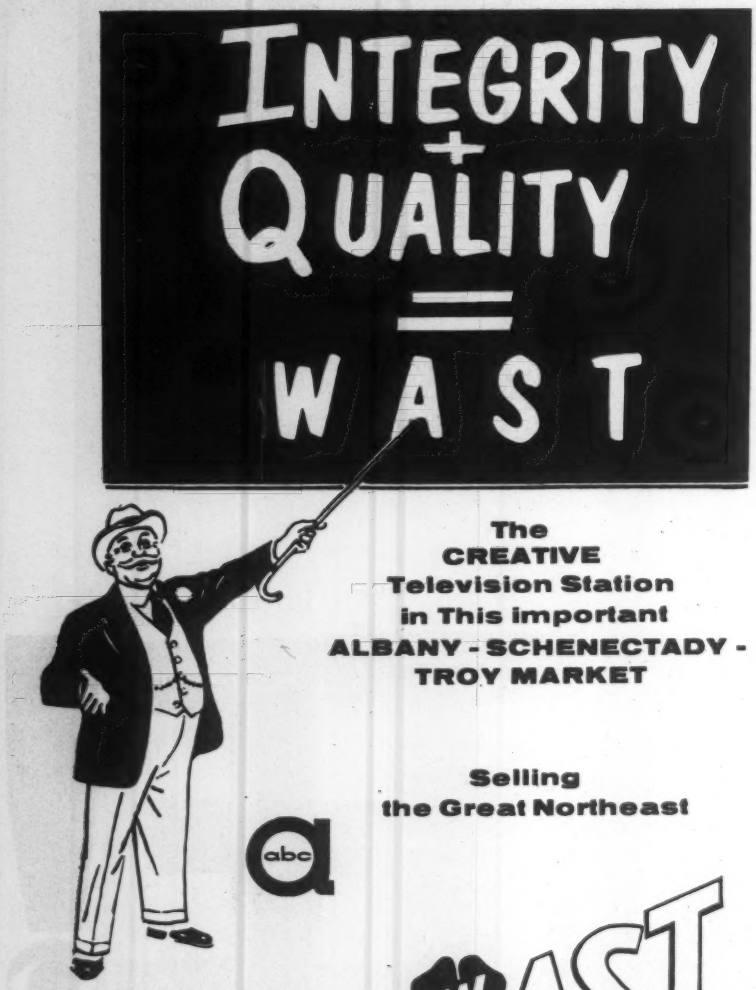


E HIL

This Fall, the CBS Television Network will again chalk up the biggest attendance record in football. The same go-go-go spirit that first brought professional football home to a nationwide audience (the late National Football League Commissioner Bert Bell attributed the game's phenomenal rise to this network's pioneering coverage) is also responsible for many other CBS Television Network sports firsts. First to give the nation a front row seat at international competitions through exclusive coverage of the 1960 Winter and Summer Olympics. First to use video tape in sports, making it possible to rerun thoroughbred races, crucial golf rounds and scoring football plays as soon as

ARATE!

they are over. First to televise the whole incredible range of sporting events from rugby to auto racing, from sky diving to figure skating—through the introduction of the weekly Sports Spectacular series. And throughout the year, this network continues to bring a hundred million television fans such major events of every season as the college bowl games, the Triple Crown, the UN Handicap, the PGA and Masters golf tournaments, and baseball's Major League Games of the Week. Sports play an exhilarating, exciting part in the powerful CBS Television Network line-up, which again this season has the balance, depth and quality to **DOMINATE**



The CREATIVE Television Station in This important ALBANY - SCHENECTADY - TROY MARKET

Selling the Great Northeast

abc

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WAST
ch. 13 ALBANY, N. Y.
WILLIAM A. RIPLE, *General Manager*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

house and General Electric have shown a willingness to experiment with new and worthwhile forms of broadcasting that other stations would not have dared to touch. In some instances, these experiments have proved far from beneficial to ratings. In other instances, the latter has been true and other stations have been only too willing to jump on the bandwagon.

I do not always agree with the thinking of the programming men at GE and Westinghouse. I do not even feel that their stations, in many instances, are the best in their respective markets. But I commend these stations for their forward outlook.

Surely there are broadcasters who have not demonstrated this forward thinking and who have been far more negligent in their handling of the public trust than Westinghouse or General Electric.

If it is felt that these stations warrant investigation, by all means investigate; but let's not punish a person before his friends for what his parents have done. . . .—*David E. Lyman, program director, WLEE Richmond.*

On talent agencies

EDITOR: It has been brought to my attention that the Oct. 21, 1957, issue of BROADCASTING contained special articles on the subject of "The Ten-Percenters," directed to the activities of theatrical agencies. I would appreciate it if you would send me a copy of the same, or if there has been a special supplement published, would you send me a copy of that supplement. . . .—*Morton Galane, lawyer, Las Vegas.*

Success story reproduction

EDITOR: From time to time there are articles appearing in BROADCASTING which provide the basis for a good sales pitch or success story for our station.

About a year ago, I called and spoke to someone, whose name has escaped me, and asked for permission to reproduce some of these for distribution to our accounts and agencies as a success story when making station pitches. I was told that it was possible to do so as long as credit is given to BROADCASTING, which we have done.

There are a good number of items in the recent issues and I am writing to inquire again if we can still do this and for the purpose of keeping the records clear, I feel that we probably should receive permission in a letter from you approving the same. . . .—*Howard V. Wry, director of promotion, WHNB-TV New Britain, Conn.*

[Permission granted, provided the material is not quoted out of context and credit is given to this publication as the source.]

WPEN

FAMOUS IN PHILADELPHIA FOR

EXCLUSIVE HELICOPTER *Traffic Reports*

INTERESTING VIGNETTES *25 DAILY*

FIGHTING EDITORIALS

MELODIC MUSIC

AWARD WINNING NEWS

FRIENDLY PERSONALITIES

WPEN 950 ON YOUR DIAL

IN RADIO IT'S THE SALES CLIMATE THAT COUNTS

Represented Nationally By **GIL-PERNA**

One great after another...night after night, after night, after night.....

Like Eddie Albert, Cannonball Adderley, Paul Anka, Count Basie, Richard Dyer Bennett, Jim Backus, Tony Bennett, Monica Boyar, Shelley Berman, Theodore Bikel ☆ Joan Blondell, Richard Boone, Doctor Albert Burke, Abe Burrows, Oleg Cassini, Betty Comden and Adolph Green, Irwin Corey, Sam Cooke and Joyce Davidson ☆ Matt Dennis, Phyllis Diller, Bradford Dillman, Carl Foreman, Anita Gillette, The Grandison Singers, Harry Golden, Lionel Hampton, Woody Herman and Sterling Hayden ☆ Charlton Heston, Tab Hunter, Will Holt, George Jessel, Chubby Jackson, T. C. Jones, Gene Krupa, Eartha Kitt, Piper Laurie and Elsa Lanchester ☆ Art Linkletter, Leonard Lyons, Gerry Mulligan, Vaughn Monroe, Julie Newmar, Hugh O'Brian, Terrence O'Flaherty, Dick Powell, Otto Preminger, Leontyne Price and Roger Price ☆ Tony Randall, William L. Shirer, Mickey Spillane, Jule Styne, Leopold Stokowski, Gore Vidal, Mike Wallace, Andy Williams, Dana Wynter and many more!

"PM EAST" & "PM WEST"

11:15 pm Mon thru Fri on the Westinghouse Broadcasting Company stations in: Boston **WBZ-TV 4** / Baltimore **WJZ-TV 13** / Pittsburgh **KDKA-TV 2** / San Francisco **KPIX 5** / Cleveland **KYW-TV 3** / also seen in New York on WNEW-TV 5 (11:10 pm) / Dallas WFAA-TV 8 (11:35 pm) / Los Angeles KTTV 11 (11:30 pm) Washington, D. C., WTTG-TV 5 (11:00 pm) / Harrisburg, Pa., WHP-TV 21 (11:15 pm) / York, Pa., WSBA-TV 43 (11:15 pm) WESTINGHOUSE BROADCASTING COMPANY, INC.

WFLA TV

PUBLIC SERVICE SHOWS

DO get audience ...in the land of Profituunity!

Here's proof positive audiences will watch public service programs when they are timely, imaginatively programmed and actively promoted. For costs and availabilities, contact us or your Blair-TV man.

TAKE A LOOK AT THESE ARB SPECIAL SURVEYS ON OUR "BATTLEGROUNDS OF THE COLD WAR" SERIES!

STATION	PROGRAM	DATE & TIME	RATING
		5-5-61	
WFLA-TV	"Battlegrounds—Cuba, Castro & Communism"	10-11 PM	18
STATION "A"	"Twilight Zone" & "Eye Witness"		18
STATION "B"	"Detectives" & "Law & Mr. Jones"		7
		5-30-61	
WFLA-TV	"Battlegrounds—Secret Life of Adolph Hitler	7:30-8:30 PM	20
STATION "A"	"Jungle—Tarzan" (Movie)		25
STATION "B"	"Bugs Bunny" & "Rifleman"		3
		6-12-61	
WFLA-TV	"Battlegrounds—Remember Us?"	10-11 PM	12
STATION "A"	"Hennessy" & "Dangerous Robin"		15
STATION "B"	"Adventures in Paradise" & "Peter Gunn"		11

Channel 8
NATIONAL REPRESENTATIVES BLAIR-TV

wfla-tv NBC
TAMPA ST PETERSBURG

WAVE-TV viewers buy 28.8% more AUTOMOBILES

—and 28.8% more tires, batteries, anti-freeze and other supplies, of course!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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SUBSCRIPTION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, Steve Bell, Jack Dellavalle.

DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti: STAFF WRITERS: George W. Darlington, Richard Erickson, Diane Halbert, Jeannie Weiss. ASSISTANT: Frances Bonovitch.

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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Why WLOS-TV bought Seven Arts' Volumes I & II

Says Ted Eiland:

"When you're committed to heavy movie scheduling, you've got to deliver top product

to develop not only audience, but dollars.

"This calls for the best feature films available and Warners' 'Films of the 50's' qualify handsomely. When you tell TV buyers you've signed up for Seven Arts' features, they instantly connect the name with the most outstanding movies on TV today. Result, we entered Fall with a sold-out situation."

Theodore A. Eiland
Vice President and General Manager
WLOS-TV, Asheville, Greenville, Spartanburg

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
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For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO

from JOE R. EISAMAN, Eisaman, Johns & Laws Advertising, L. A.

A natural ally, tv, helped put the 'show' back into auto show

In our office we call the campaign for the Los Angeles International Auto Show "the big sell with the soft sell." It's really a promotion of paradoxes. The auto show is created to sell cars—but not one order is taken at the show itself.

Yet, it's the job of Eisaman, Johns & Laws to sell the auto show big . . . to bring out ever bigger crowds . . . to draw them to a colorful, glamorous setting in which are displayed the new output of all auto manufacturers in all modes, designs, styles and prices . . . and then to move them to go to the display room of their favorite dealer for the car of their choice.

This spectacular, a demonstration of the American system of free competitive enterprise, was undertaken by our office at a challenging time—1959—when attendance had been declining. Auto shows in some parts of the country had lost the luster of the time when the home town auto show was an annual social event and the people jammed the local armory as they would for the opening of the theatre season. Suburban living had produced more casual auto show visitors. Many shows themselves suffered from the bleakness of being held in a department store parking lot.

Show's the Thing ▪ Our first step was to concentrate on putting the show back in auto show. But the addition of Ziegfeld Follies glamor entailed expense. That meant getting the money to cover the cost by charging admission.

We first decided to sell by utilizing a show business medium that was a natural ally—television; and to sell and launch the auto show with the same kind of comprehensive promotion you use to launch a new tv series. We used tv particularly to sell the "non-car-buff" who might ordinarily prefer to spend a free afternoon or evening at the movies. To influence this market we prepared a series of television commercials a la Jackie Gleason—commercials reminiscent of an Ed Sullivan production, featuring beautiful auto show fashion models, experimental prototypes of the autos of the future, music, everything necessary glamor and excitement.

To promote this formula properly calls for costly use of a costly medium—television—which we first introduced for the 1959 auto show. Its sales value was proved by a 23% increase in attendance over the preceding year. Heavy emphasis was placed on special events usually preferred by prestige advertisers—for example, local co-sponsorship of the NCAA Football Game of the Week on NBC-TV, news sponsorship on network tv stations, musicals and all other one-time-only tv specials that were offered locally. If fresh, new programs were not available in sufficient quantity, we produced our own shows and publicized them in newspapers. Our objective was always the same: buy enough commercial time to sell the public on going to the auto show.

A Good Formula ▪ The same formula worked again in 1960 when attendance held its own despite bad weather. And for the 1961 auto show which ends today, we repeated the format and continued our dedication to tv specials and Broadway show-type taped commercials. Among the special events we sponsored to reach untapped audiences was a live three-hour telecast of the Los Angeles Lakers pro basketball game directly from the Sports Arena in prime evening time, as well as a day-long telecast of the International Air Show remote from nearby Chino, Calif.

The latter event offered us the rare opportunity of combining an International Air Show with an International Auto Show—both means of travel being the two most exciting ways to get about. Television cameras eyed a parade of antique cars circling a runway filled with World War I aircraft—on the heels of which came a fleet of unusual 1962 autos directly from our auto show. In short, we traced the history of aircraft and automobiles up to the present day—in a way that was as entertaining as it was commercial. In fact, few network advertisers have ever played their commercials on such a gigantic stage.

The other media were not neglected. We employed every medium of communication to sell the auto show as absorbing entertainment well worth the $1.50 admission price. Here under one roof was an exhibit of 400 U.S. and imported automobiles, spectacular engineering exhibits that required almost a year to design and assemble, elaborate decorations, fashion models, music and strolling minstrels, art exhibits and excitement galore. To reach vast and spread-out Southern California, the nation's biggest automobile market, we used a rare combination of advertising and publicity approaches.

The auto show campaign each year is anchored to a gala, socialite premiere sponsored by the prominent Assistance League. Its distinguished members and their friends give the show a prestige and distinction that enhances the auto show. It also reaps columns of news pictures for the cars (along with the society belles and dames) and the auto shows in the newspapers, coverage of the event in the tv newsreels and in the radio news.

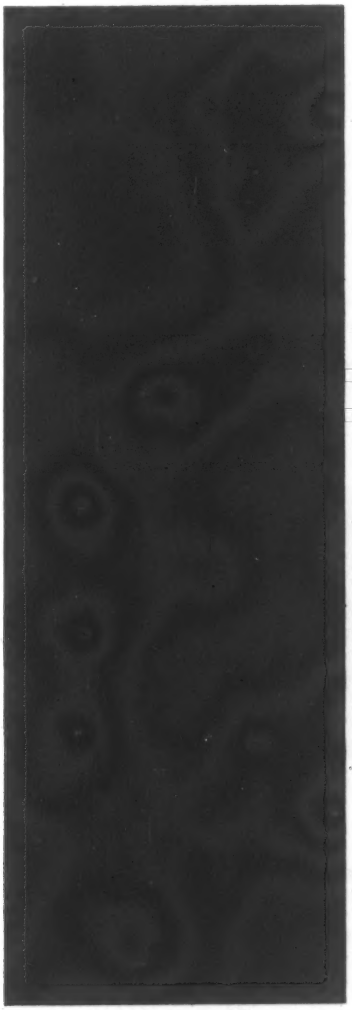
Razzle Dazzle ▪ This glamorous, Hollywood searchlight event is backed up with razzle dazzle, such as this year's use of 194 Day-Glo billboards dramatizing the decorator's theme, "A Night in Paris;" consistent ads appearing in all metropolitan newspapers; all leading radio stations ballyhooing the auto show excitement; and a score of appearances on tv by the auto show queen and her court of princesses. In fact, a fired-up public relations wing of the agency made news of the queen's selection by the Los Angeles auto editors, an event covered by every tv news reel and metropolitan paper.

Efforts such as these place the Los Angeles International Auto Show far above "exhibits" and "shows" usually seen in the United States.

To us it is an example of creative advertising designed to meet the needs of a most unusual production—an auto show which sells cars but one where you can't place an order.

Joe Eisaman, a principal in Eisaman, Johns & Laws Advertising, opened the agency with Jess Johns in 1948. In the auto and allied lines the agency represents Los Angeles Motor Car Dealers Assn. (sponsor of the auto show), Southern California Motor Car Dealers Assn., Pennzoil, Sure-Fit Stores nationwide, combined Southern California Chevrolet Dealers, Greater Seattle Chevrolet Dealer Assn. and National Automobile Dealer Assn. He is a graduate of Dartmouth College.

Interested in NEW HAVEN?

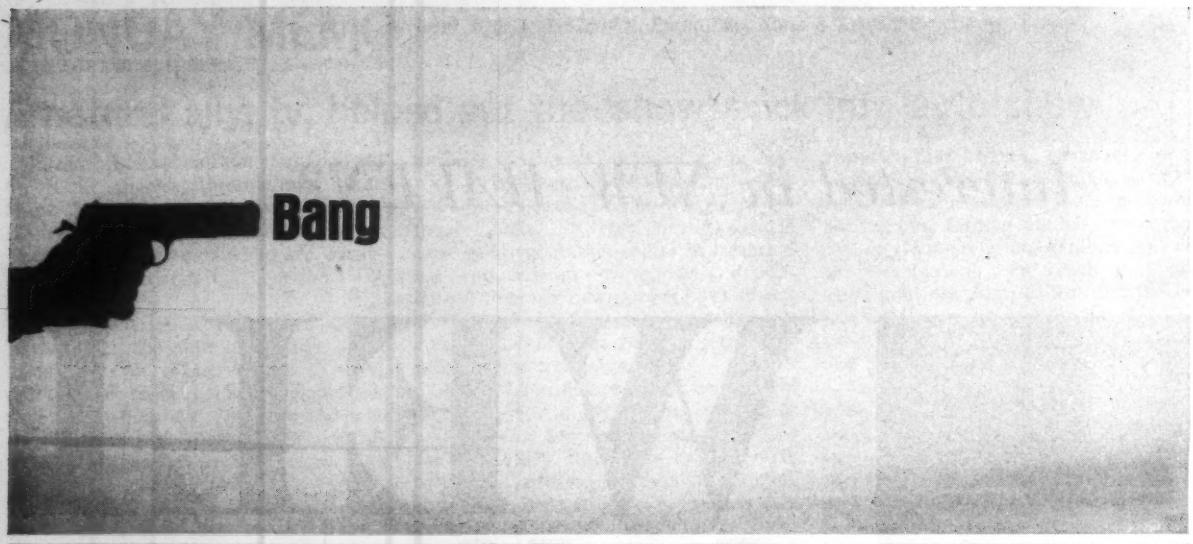


WELI delivers 73%* more homes weekly than New Haven's second station!

Here's proof — WELI's quality sound rule pays off.
Excellent programming, strong merchandising, and outstanding salesmanship result in the largest weekly audience by far.
In the rich New Haven market . . . your best buy is WELI.

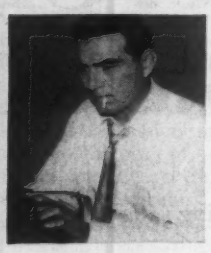
Nationally contact ***HR Representatives;*** *in Boston see* ***Eckels & Co.***

* *Nielsen Coverage Survey '61*



New type audience-slayer.

Target: The Corruptors knocks off largest share of audience of any new show on any network.*



Out of the files of Lester Velie, crusading reporter whose stories have triggered Kefauver and McClellan Committee probes, comes this new kind of show--packed with public service as well as public suspense.

Starring Stephen McNally as a corruption-hunting newsman, Target: The Corruptors has streaked to immediate success. It now tops all new shows in share of audience and has, in happy conjunction with such established favorites as The Flintstones and 77 Sunset Strip, made ABC-TV the No. 1 network on Friday night.†

ABC TELEVISION

*Source: Nielsen 24 Market TV Report. Average audience, week ending October 22, 1961. † Friday 7:30 to 11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 6, 1961, Vol. 61, No. 19

FRESH, NEW PROGRAMS FOR '62-'63

■ Networks, agencies, producers all promise vast improvement

■ One-hour program format is losing ground to half hours

■ More diversified production groups in prospect next season

The 1962-63 tv season holds promise of providing a maturing and changing audience with a noticeable helping of the "new and original."

There's evidence that network tv's first planned season since the beginning of pressures from government groups, opinion leaders and what is said to be a more sophisticated audience, will present some major changes in regularly scheduled tv program fare.

If program creators have their say, there will be a sharper accent on "more meaningful" drama programs, musical variety series and specials, family situation comedies, games and quiz programs and children's shows cutting across several formats.

Better Quality ▪ As some buyers react: "There will be no program 'trends,' just better shows and with more quality."

Networks currently are busy blueprinting for next year—sifting through program ideas, reading scripts and projecting some pilot production ahead. The "plan ahead" season is in full force at the various programming sources, even though the current season scarcely has begun and the national ratings from Nielsen and Arbitron can provide only a preliminary "reading" of the status of this year's offerings.

Network, agency and production company executives talk about the "new," "different," and "fresh." Though they acknowledge these qualities are not easy to attain, they point out there need not be an overhauling of program classifications, but a conscious and directed effort toward upgrading the quality of existing formats through improved writing and direction.

Creativity Trust ▪ This asserted thrust toward "creativity" presages a further decline in the number of westerns and private eyes on network prime-time schedules next season. The consensus appears to be that westerns and private eyes are inherently "copy-cat" vehicles and tend to operate against "newness," "freshness," "originality of ideas."

These are some of the other highlights projected for 1962-63:

▪ The hour format seems to be losing favor because of the trend against westerns and private eyes but this length was cited by some programmers as appropriate for drama-anthology or the semi-anthology drama series (such as CBS-TV's *The Defenders*, which uses some regular actors in different situations each week). Conversely, there will be an expansion in the number of half-hour series.

▪ The number of documentary-public affairs series will remain about the same or increase slightly. Though this type does not often attain the rating the network or advertiser desires, a combination of government pressures and the present climate dictates that there be no decrease in the number of television "actualities."

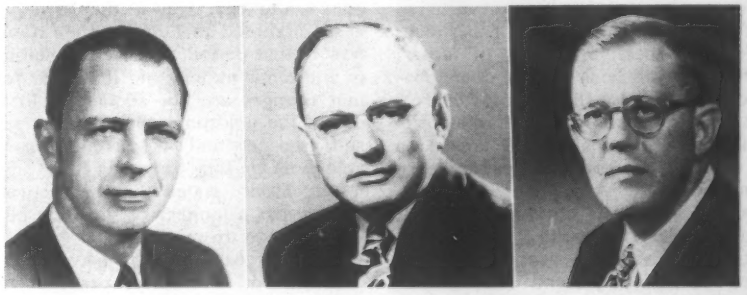
▪ A more diversified group of outside production companies are expected to be represented on forthcoming network schedules. Producers of serious dramas, music-variety and game or quiz programs report they are receiving

Veckly named ANA chairman, Banzhaf new vice chairman

John Veckly, director of advertising, United States Steel, was elected chairman of the Assn. of National Advertisers Thursday as ANA opened its annual meeting at the Homestead, Hot Springs, Va. He succeeds Roger Bolin, Westinghouse Electric Corp. Max Banzhaf, Armstrong Cork Co., was elected vice chairman.

Peter W. Allport, elected ANA president a year ago to succeed the late Paul B. West, was re-elected.

Five new directors were named and two whose terms expired were re-elected. New directors: Kenneth R. Baumbusch, American Home Products; John Burgard, Brown & Williamson Tobacco; Victor Elting, Quaker Oats; Michael F. Ryan, Allied Chemical, and Gail Smith, General Motors. Re-elected: Albert N. Halverstadt, Procter & Gamble, and Gene Wedereit, Chemetron Corp.



Mr. Veckly Mr. Bolin Mr. Banzhaf

Mr. Veckly, new ANA chairman, joined U.S. Steel in 1955 as assistant advertising director and became director in 1957. He formerly was with *Saturday Evening Post*. (For ANA story see page 36).

more encouragement from the networks.

▪ With the decline in the number of hour programs may come a slowing down of the strong trend toward minute sponsorship of network shows evidenced this season (BROADCASTING, Aug. 21).

▪ There are now more half-hours in prime time on CBS-TV than on the other networks (NBC-TV has eight entertainment half-hour series, ABC-TV has 15 and CBS-TV has 24). A return emphasis next season on the half-hour format may very well open the way to an increase in advertiser-owned shows, though there's no such move visible at present. (Benton & Bowles, an agency noted for placing advertiser-controlled shows, reportedly is considering several programs for next season).

▪ There's no specific talk about replacement shows, though ABC-TV's first move against some apparent weakness in the lineup will be put into effect later this month (see box page 33).

▪ The aim for "stronger plotting" in drama programs does not point necessarily to an upsurge in live or tape drama, though several executives indicated some increase in this area seems warranted. Many felt that "more serious, more provocative drama" would be included within the framework of drama-anthology programs and action-adventure series and an expansion in anthology series is envisioned.

▪ Several new series are expected to be developed from existing anthology series now on the air such as *The Dick Powell Show, General Electric Theatre* and perhaps *The Defenders.*

▪ There is a possibility that some one-hour comedy series, developed along the lines of CBS-TV's half-hour *Jack Benny* programs, stressing characterization and warmth, will find places on network schedules.

▪ There will be an increase in live programs of all types because of a belief that this form permits "experimentation, freshness, originality of ideas."

▪ There will be a further de-emphasis of "violence for the sake of violence," not only to placate government and organizational groups but to appeal to an increasingly sophisticated audience (BROADCASTING, Aug. 28).

▪ The animated cartoon show for adults, widely represented this year, is not likely to return next fall on the same scale as at present.

While scanning the 1962-63 horizon, programmers, of course, also are concerned with the current season.

The care they profess to be taking with their 1962-63 entries makes using these projected properties during midseason this year impractical. But network program planners of necessity must make decisions on replacement programs, though many can be deferred for several weeks.

Network track record

The apparently heavy turnover of new network tv programs is indicated in a special compilation provided by the A. C. Nielsen Co. Using the Nielsen television index as a source, the company reported that of the 43 new programs launched during the 1960-61 season, only 18 (42%) returned for 1961-62. In contrast, of the 71 established programs carried on 1960-61, 52 (73%) were back on the networks this season. The analysis is based on shows carried on the networks during November-December of each year.

The Networks ▪ At ABC-TV, it is felt there will be many changes ahead for the network, particularly more half hours and some live shows, and most likely with fewer hour shows, there will be some decline in minute availabilities.

Thomas W. Moore, vice president in charge of programming, reports the network will make more use of Bing Crosby Enterprises, noting the success the network feels it has had with that company's new *Ben Casey* show (Monday, 10-11 p.m.).

ABC-TV, it's reported, next season will be characterized by less action-adventure, more situation comedy and a "higher quality" show.

There'll be at least one more dramatic entry to add to this season's *Alcoa Premiere* and *Bus Stop* (the latter reported to be weak in its ratings so far). *Wagon Train,* which shifts from NBC-TV to ABC-TV next season, will be counted on to strengthen the same period (Wednesday, 7:30-8:30 p.m.).

It's admitted that *Steve Allen Show,* now in that period, has been something of a disappointment and if further format changes are not enough to lift it out of the doldrums, the program may shift to a new and perhaps more favorable time period.

Mr. Moore stated that the network already has a number of shows in pilot form. Aside from the usual program sources for ABC-TV, the network also is expected to buy properties from MGM-TV and from independent companies.

New Creativeness ▪ Oscar Katz, vice president, network programs, CBS-TV, emphasized that in 1962-63 television must "do new things with top-flight creative people." Among the network projects he cited for the next season, which he believes exemplify the new direction of television, are: A live one-hour variety show, titled *Tv Tonight,* a Bob Banner production; a half-hour situation comedy, based on a book, *Wake Up, Stupid,* concerning the exploits of a non-conforming college professor; a half-hour situation comedy to be created by Max Shulman (possibly called *Zelda*); several half-hour drama series to be "spun off" the *General Electric Theatre;* a drama series, *Star Witness,* portraying each week a supercharged exchange between a prosecutor and a witness, and several program series to be produced by Herbert Brodkin, who is responsible for *The Defenders,* regarded as one of the more promising entries of this season.

Mr. Katz reported that CBS-TV has about 25 new programs in various stages of development but stressed they may wind up with "a lot less" from this group. He noted that plans call for both hour and half-hour shows and film and live programs. But he voiced the opinion that half hours will be stronger next season.

"It's not important if a series is film or live," Mr. Katz stressed. "The important consideration is that a program must be new or different or provocative."

NBC-TV is following the pattern toward more live programming. Jack Paar is slated to appear in prime-time with an hour live comedy-variety show. The network, according to Mort Werner, vice president, programs, is developing a live drama show, and has a color cartoon series working that will feature Laurel and Hardy figures and voices. The network has already announced such possible entries as *Kings of Broadway,* a half-hour program (pilot by Bob Banner Assoc.) about a two-a-day vaudeville circuit; and *Stop The Camera* (live game-show packaged by Harry Salter). A new half-hour series that would feature Loretta Young as a mother of five daughters is under consideration.

More Game Shows ▪ Goodson-Todman Productions, New York, will undoubtedly be one of the sources of some of the live game shows which seem destined to return to nighttime tv next season. Bud Austin, East Coast executive vice president of G-T, said that preliminary work has started on "a couple of new live game shows." He said the shows are nearly ready for presentation and discussions will start soon with agencies and networks.

Goodson-Todman's film activity also has been stepped up, with work on a half-dozen hour or half-hour series under way at the company's Hollywood office. Now being prepared for presentation, and aimed for 1962-63 network showing, are: *Skyscrapper,* in association with CBS-TV, an hour anthology series that will portray dra-

matic stories of the business world; *Roads Three,* an hour series in association with NBC; an action-adventure series that will take place "all over the world"; *Sun Valley,* in association with NBC, an hour series located in Sun Valley, Idaho; *Count Your Chickens,* said to be an adult comedy series dealing with an urbane executive who moves his family to a farm; *Days Ahead,* a half-hour show described as a futuristic situation comedy, is being produced with Projects Unlimited.

Mr. Austin reports that scripts are being prepared for both new hour and half-hour versions of the *Rebel* series, again starring Nick Adams. (It would not seem unlikely for *Rebel* to be considered as a mid-season replacement on ABC-TV). And in another Goodson-Todman development, actor James Drury was signed to star in a series titled *The Yank.*

There is a possibility that Goodson-Todman's latest daytime game show, *Password,* now on CBS-TV, will turn up in a nighttime spot this season to replace one of the potential program casualties. Mr. Austin said there have been some conversations on this subject.

Originality ▪ John H. Mitchell, vice president and national sales manager, Screen Gems, reported that for the future the premium has to be on "originality of ideas." He agreed that criticism from the government and opinion leaders has accelerated the demand for creativity for the 1962-63 season.

This climate of thinking, he said, will result in a decline of private eyes and westerns and will contribute toward an expansion in the number of live drama and game shows, situation comedies and documentaries. He envisions fewer hour-long formats, claiming that these programs are sometimes unprofitable for the networks. He added, "an hour show that is failing tends to suffer more sharply than a failing half-hour show." Another factor working against the hour programs, he claimed, is that they tend to curtail opportunity for diversification of programming by using a longer time period.

Talent Assoc.-Paramount appears to be split into two program operations, one based in Hollywood under Al Levy, the other in New York with David Susskind at the head. Mr. Levy said last week he wanted to establish the west coast operation as the "United Artists of television" and hoped to build up a creative staff. Mr. Susskind is operating with a five-star producer staff (in addition to himself) of Robert Alan Aurthur, Robert Costello, Jacqueline Babbin and Audrey Gelan.

Shows under the Talent Assoc.-Paramount banner: In the East—a musical tv show based on academy award songs, a half-hour and on tape; a half-hour tape game show conceived by Carl Reiner and Mack David; a half-hour situation show centered about twin girls; a dramatic half-hour or hour-long series that would fall somewhere in between a *Twilight Zone* or *Way Out,* and *Sutton Place South,* a story about a man who owns a brownstone house in New York.

In the west—*Crimes of the Century* (one-hour, tape, using such cases as the Dreyfus story, the shooting of Abraham Lincoln and the dynamiting of the *New York Times* etc. as bases); dramatic and variety format specials;

'Room for One More', a situation comedy, moves into the 8-8:30 p.m. Saturday slot.

'The Roaring 20's', now in the 7:30-8:30 p.m. Saturday period will be dropped.

'The New Breed' moves from its 9-10 p.m. Tuesday slot to 8:30-9:30 p.m. on ABC-TV.

ABC-TV plans to shuffle its Tuesday and Saturday line-ups

Immediate adjustment to what the network believes is a changing audience mood is being made this season—after only about six weeks—by ABC-TV in its Tuesday and Saturday schedules.

Effective Nov. 14, ABC-TV is expected to move *The New Breed* from its 9-10 p.m. slot on Tuesday to 8:30-9:30 p.m., transfer *Calvin & The Colonel* (cartoon show using Amos 'n' Andy voices) out of the 8:30-9 p.m. period and move a game show, *Yours For A Song,* into the 9:30-10 p.m. slot.

At a later date, *Calvin* will move into the 7:30-8 p.m. spot on Saturday, and *Room For One More,* a situation comedy produced by Warner Bros., goes in at 8-8:30 p.m. *Roaring 20's,* which is in the 7:30-8:30 period, will be discontinued (BROADCASTING, Oct. 23). The latter move in particular indicates a new reluctance to tie up money and time periods with hour-long shows and the resurgence of the half hour as the predominate program length. It's easier to replace a half-hour than a one-hour show, when the hour show goes off, it takes two half-hour programs to re-fill the time period.

Emergency—Dial O, an "actual" half-hour series that would use a mobile tape unit in following ambulances and the like around the city of New York; two half-hour series working respectively with the Bureau of Health and the Pentagon in Washington; and an hour-long taped dramatic show using an Old Vic repertory theatre type of permanent cast which would be made up of name stars with a different play presented each week.

Thomas McDermott, executive vice president, Four Star Productions, also predicts a decline in hour programs and an increase in half hours. The program classifications that will suffer, he says, are the western and the animated cartoon, while the situation comedy format is headed for wider representation on the networks. He envisions an upsurge in live drama and in the film drama-anthology classifications. Mr. McDermott's critique: "Television is less of a 'wasteland' today than it was last year. Next season, with the emphasis on 'something different,' it will improve even more."

A spokesman for Warner Bros., which produces many of the hour-long series, said it is "too early" to talk about 1962-63. He added that Warner is preparing eight pilots but it is "too premature" to discuss them.

From Hollywood ▪ The major source of program supply for network tv programs continues to be the motion picture companies. A typical example is MGM-TV which has talked about, or considered, a dozen or more properties. Some are ideas held over from last year's plans for the 1961-62 season.

Holding true to anticipated trends, MGM-TV's current thinking leans slightly more to the half-hour than to the hour-long format. It could produce either.

Among the hour-long shows: *Jeopardy,* a mystery anthology series drawing from such authors as Sinclair Lewis, J. P. Marquand, Graham Greene, Ben Hecht, Agatha Christie and Alex Coppel, and one that's been on the drawing board for at least two years; *All That Jazz,* a situation comedy produced by Project III Enterprises for MGM; *The House of 7,* an adventure drama, Project III in association with Phil Silvers' Tranan Productions.

Also, *The Human Comedy,* in which ABC-TV at one time was said to be interested. The latter title comes from the William Saroyan novel that was made into an MGM motion picture in 1943 (family type with small town setting). There's *Washington Correspondent,* an hour-long series dealing with the adventures of a reporter covering a political beat in Washington (pilot being written by David Davidson) and the hour-long show, *333 Montgomery,* a series based on the life of Jak Ehrlich, famed San Francisco criminal lawyer.

The half-hours also range far. Among those mentioned are *Fairest Lady of All,* a series about immigrants who have become famous (the title refers to the Statue of Liberty); *Boonbay Harbor,* a situation comedy; *Woman of the Year* (or *Designing Woman*), both titles from former MGM movies; *Sabina's Beauty Salon,* comedy developed by Joe Stein, and *Zero-One* 39 adventure episodes co-produced with the BBC with filming starting this fall at MGM's Elstree Studios.

MGM-TV also has these half-hour series in mind: *The Crazy Club,* a comedy, and *You Don't Say,* a game show, both produced either live or on tape in association with Harry Anger; *Johnny Dollar,* the former radio action-adventure series that'll be produced by Project III Enterprises weekly with MGM-TV filming and distributing.

Filmways Inc., New York, reports several properties under development. among them: *Bill Bendix Show,* a comedy, the pilot "spun off" from *Mr. Ed* in non-prime time on CBS-TV; *Hillbillies* with Buddy Ebsen in the lead in this "broad comedy" series being produced in association with CBS-TV; *Emmy Lou* about a teen-ager patterned after the cartoon character and now in script form; a script called *Goggle* which centers around a father and son relationship; a tv pilot (and aimed for motion picture use), *The Face in the Rain,* featuring Rory Calhoun and now being filmed in Rome.

More Live Shows ▪ Leslie L. Dunier, vice president in charge of radio-tv at Mogul, Williams & Saylor Inc., predicts a rise in live shows, particularly in game shows of the panel or variety type. In other program categories, Mr. Dunier expects an increase in public-affairs shows, and more programs for children. He says there will be more children's shows not because of the recent speech by FCC Chairman Newton N. Minow, but because of the economic demands of the business—a wider selection of such shows to meet the needs of advertisers of products for children.

The MW&S executive also thinks feature motion pictures will play a more important part on network tv. He says: "It wouldn't surprise me if movies will be shown on tv even before their theatrical exhibition—but not in the immediate future."

Alfred Hollender, executive vice president and head of broadcast operations for Grey Adv., New York, foresees an increase in live shows, both

Programs on the doubtful list this season

According to those who "read" the ratings in the television business, there is a group of shows which already would appear to be "less than healthy." It's emphasized though, that track records are not yet complete and any one of the series might suddenly take an upward turn in popularity.

The shows: ABC-TV—*Follow the Sun* at 7:30 on Sunday, *Surfside Six* at 9 on Monday, *New Breed* and *Calvin & the Colonel* on Tuesday *Steve Allen* at 7:30 on Wednesday plus *Top Cat* at 8:30, *Straightaway* at 7:30 on Friday, and the Saturday changes (see age 33). There may be some soft spots with *Margie* and *The Untouchables* on Thursday but the climate is unsure.

CBS-TV—*Pete & Gladys* and *Window on Main St.* are a little shaky on Monday, *Ichabod and Me* on Tuesday at 9:30, *Mrs. G. Goes to College* on Wednesday at 9:30, *Bob Cummings Show* and *Investigators* at 8:30 and 9 respectively on Thursday, and *Father of the Bride* on Friday at 9:30.

NBC-TV—Surprisingly the "quality" *Du Pont Show of the Week* is said to be slipping in audience on Sunday at 10, *Cain's Hundred* on Tuesday at 10, *Captain of Detectives* on Friday at 8:30. In addition there are question marks—*87th Precinct* at 9 on Monday and possibly *Bob Newhart* at 10 on Wednesday. It's reported that NBC-TV already is changing the locale of the *Joey Bishop Show,* which appears at 8:30 that night. (It will change from "office" to "home," and become a "domestic comedy.")

While these shows are cited as needing a hypo, some certainly can be expected to be in a position to pick up audience as the season progresses. It's standard procedure to hear talk of *Window on Main St.* repeating the pattern of the first year of *Father Knows Best* on CBS-TV: to wit, a slow start and then an upward climb. Such talk is heard also at ABC-TV which suffered through the early weeks of the now very popular *77 Sunset Strip* when first it went on the air.

Attention Radio-TV Station Controllers, Treasurers, Business Managers and Other Financial Executives Associated with Broadcasting:

Last chance to insure your attendance at the first annual meeting of the

Institute of Broadcasting Financial Management

November 16 • Sheraton-Chicago Hotel • Chicago, Ill. • 9 a.m. to 5 p.m.

You'll find this full-day seminar helpful in keeping you informed and working at top efficiency.

Program

9:00 A.M. Welcome by WCCO's H. W. Dornseif, President, IBFM.

9:30 A.M. A REVIEW OF THE BACKGROUND RELATIVE TO PRESENT ASCAP NEGOTIATIONS—Mr. Hamilton Shea, President of Shenandoah Valley Broadcasting, Inc., and Chairman of the All-Industry Television Station Music License Committee.

11:00 A.M. A NEW APPROACH TO SALES TRAFFIC AND BILLING PAPER WORK—Mr. W. Richard Lyman, National Representative to the Broadcasting Industry for the Ozalid Division of General Aniline and Film Corporation.

12:30 P.M. Luncheon Speaker: Mr. Ralph Lewis, General Partner and National Director of Management Services, Arthur Young & Co.

2:30 P.M. SRDS's CENTRAL MEDIA ACCOUNTING FACILITY AND ITS RELATION TO LOCAL STATION BILLING—Mr. George W. Schiele, Vice President of Sales of the Broadcast Billing Company.

3:30 P.M. A DISCUSSION OF THE ANNUAL FINANCIAL REPORT, FCC FORM 324, FOR 1961 AND ITS PRINCIPAL CHANGES—Mr. Hyman H. Goldin, Chief of the Economics Division, Broadcast Bureau, Federal Communications Commission.

(A question-and-answer period will follow each speaker, providing all in attendance with an opportunity to explore areas of special interest.)

Use coupon below to reserve your place. Please act at once so facilities may be reserved. You will find attendance rewarding solely for the topical information presented. However, you will also discover many plus values in meeting and associating with others whose background and problems are identical with yours. Total cost of seminar, including lunch, $15.

About the sponsoring organization. IBFM has been formed to promote association and exchange of information and ideas among men and women concerned with financial aspects of radio-tv station management. If you are not presently a member but would like more information about our organization, please check the appropriate section of coupon below. You do not have to be a member to attend the seminar. Members will also meet the morning of Nov. 17, when committees will be activated and chairmen appointed.

Institute of Broadcasting Financial Management • P.O. Box 4955 • Washington 8, D.C.

Count me in for the General Meeting of the Institute of Broadcasting Financial Management to be held Thursday, November 16, at the Sheraton-Chicago Hotel in Chicago, Illinois.

☐ My registration fee of $15.00 is enclosed. I understand this covers the cost of the all-day meeting, including lunch. If I need hotel reservations I'll make them myself.

NAME_____ TITLE_____

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☐ *Please send information about the IBFM, along with membership application form.*

drama and audience participation-quiz, and an expansion in the "adventure-anthology" (example: *Dick Powell Show*), and family-type situation comedies. He believes there will be a slightly stronger accent placed on half-hour shows in the coming season.

Time-Life Broadcast Inc., in association with Ogilvy, Benson & Mather Inc., is currently developing a half-hour weekly live program for next season. Titled *Speaking of People*, the series is planned for prime-time exposure, but negotiations with a network have not started. The program would combine the newspaper and magazine feature-story techniques with tv's advantages of immediacy.

Jerry Hammer, president of Jerry Hammer Productions, which specializes in game shows, emphasizes that although there is a "strong interest" in this type of program, he predicts only the "strong ones" will survive. He adds that he has been approached about packaging several programs designed for the children's audience, and he hopes to make a presentation shortly on two such shows—one in the musical area and the other in the audience-participation classification.

The direction of television is highly important to writers. Evelyn Burkey, executive director of Writers Guild of America (East), reports that writers generally feel there is more interest in live drama or serious film drama than in previous years. There are some indications, she says, that networks may use some live programs for mid-season replacements.

A well-known tv drama writer, Dale Wasserman, agrees that there is a search on now for "more trenchant material." He points out that in recent weeks, he has been approached by producers who, in the past, "never would have asked me to write a script because they know that I like to deal with meaningful subjects."

BROADCAST ADVERTISING

Advertising: fine points to get finer?

ANA TOLD TO EXPECT SEGMENTATION TREND, MORE USE OF AUTOMATION

A revolution in both the concept and mechanics of "national" advertising—with overtones that seemed to carry special significance for spot broadcasting—was foreseen at the Assn. of National Advertisers' annual meeting last week (also see page 38).

Some 375 of the nation's biggest advertising spenders heard President William Hesse of Benton & Bowles predict Friday morning that the concept of "national marketing," of which advertising is a key ingredient, "is being shaken to its very foundations" and will yield more and more to the kind of planning that is done "from the bottom up rather than the top down."

In the same session Wallace T. Drew, marketing vice president of Coty Inc., stressed that spot radio and tv, newspapers and perhaps other media will "soon" be "bought and billed electronically," and warned that agencies had better acquire and start using modern data-processing equipment or run the risk that their clients will "succumb to the lures of setting up a house agency."

Mr. Hesse reviewed the nationwide "trend toward segmentation" of people, products and services and noted that, for example, "a food item that's popular in Dallas may wither on the supermarket shelf in Des Moines." He added that "the product today that makes an appeal right across the board is the exception rather than the rule."

Beneficiaries ▪ Although he did not elaborate, this was construed as having special significance for spot radio and tv, newspapers and regional editions of magazines as opposed to national magazines and perhaps network tv and radio. Observers also thought it implied a growing need for more careful planning of spot broadcasting campaigns and those in other media more "local" than "national."

The importance of weighing many alternative plans before making a final campaign decision—and of having the equipment to make these comparisons quickly—was stressed by Mr. Drew. With modern computers available, he said, it is no longer necessary "for a tired media man to be laboring at an adding machine at midnight to check out pitifully inadequate numbers of alternatives."

Mr. Drew singled out Young & Rubicam as being well on the way to becoming one of the "agencies of the future." Y&R "leads among advertising agencies in data processing in order to effect more intelligent media buying," he said. Y&R has equipment which among other things "pre-scans the alternative media plans [and delivers] in a few minutes information it would take months to process by hand," he asserted.

He cited Needham, Louis & Brorby, Chicago, as another agency now using modern data processing equipment. But many others, he said, offer their clients "inadequate help" in this respect. He predicted that the role of the agency media man will "greatly expand."

Inducement ▪ To encourage their agencies to offer help that is not strictly commissionable—and to compensate them for doing so—Mr. Drew suggested more advertisers should consider installing the fee-system of agency compensation.

In another ANA session Paul E. J. Gerhold, vice president of Foote, Cone & Belding, offered an "outrageously simple" formula for measuring advertising's sales effect: the way to do it, he said, "is to stop advertising . . . in a typical selected sample of markets and study the levels and trends in sales in these areas against those in which advertising had been sustained."

Other speakers of the three-day session, held Thursday through Saturday at the Homestead, Hot Springs, Va., included:

▪ Harry Schroeter of National Biscuit and Donald Armstrong of Communications Affiliates Inc. reviewed A. C. Nielsen Co.'s new Nielsen Media

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Oct. 26-Nov. 1, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Oct. 26	**Untouchables** (10 p.m.)	ABC-TV	24.3
Fri., Oct. 27	**Rawhide** (7:30 p.m.)	CBS-TV	21.1
Sat., Oct. 28	**Perry Mason** (7:30 p.m.)	CBS-TV	28.0
Sun., Oct. 29	**Bonanza** (9 p.m.)	NBC-TV	26.1
Mon., Oct. 30	**Andy Griffith Show** (9:30 p.m.)	CBS-TV	24.0
Tue., Oct. 31	**Red Skelton Show** (9 p.m.)	CBS-TV	24.0
Wed., Nov. 1	**Wagon Train** (7:30 p.m.)	NBC-TV	29.9

Copyright 1961 American Research Bureau

On the street where you live there's one favorite troubador. In Cleveland it's WHK. Our serenade now charms more fair ladies, and men, than ever before.* As a matter of fact, WHK now out-troubs all other Cleveland troubadors in the morning as well! Before you plunk down your ad dollars in Cleveland, listen to Jack Thayer, Vice-President and General Manager,

CLEVELAND

A Metropolitan Broadcasting station
National Rep.: John Blair & Co.

* HOOPER, AUGUST-SEPTEMBER, 1961.

Measuring advertising effectiveness subject of ANA book

The effectiveness of advertising *can* be measured—if the conditions are right. How to make sure the conditions are right is the subject of a book published by the Assn. of National Advertisers last week and explored at Saturday morning's session of the ANA annual meeting (also see page 36).

The 114-page book, *Defining Advertising Goals for Measured Advertising Results,* offers a "new approach" to the basic problem of making advertising more effective and its effectiveness more measurable. The first essential, it is emphasized, is to express the advertising campaign's goals in specific terms that will permit measurement.

In this process, it is important not to confuse advertising goals with marketing goals, the book points out. Increasing sales is a commendable objective, but it is "a total marketing goal," not an "advertising goal."

Sales results, the book continues, depend not only on advertising but also on such other factors as appearance and quality of the product, price, point-of-purchase display, package design, personal selling, promotion and publicity. The "advertising goal" must be more specific, related to the delivery of a sales message that will create an awareness of or attitude toward the product that is in keeping with the overall marketing strategy.

For example, does the manufacturer wish to show that because Brand X is a low-sudsing detergent it will clean clothes faster and whiter, or does he wish to show that its low-sudsing qualities will save costly repair bills and messy suds spillovers? Or does he wish to reach one group of prospects with the first message, and a different audience with the second?

Brand Awareness ▪ Another of the book's guidelines emphasizes the need for "benchmarks" against which progress can be measured. Research on brand awareness, for example, will show the extent to which people are aware of the product before the advertising appears and thus will provide a basis against which to compare the results of similar research done after the campaign.

Roger Bolin, advertising director of Westinghouse Electric Corp. and retiring chairman of ANA, hailed the book as one that "will assist further in the development of productive and efficient advertising." In addition, he said, "beyond the scope of measurement, [it] will serve the creative forces in designing advertising which is aimed directly at marketing requirements. It should be of help to media executives, as well, in integrating their efforts with the advertisers' marketing needs."

A panel and several other speakers were to discuss the book and related subjects at the ANA Saturday meeting. The panel consisted of Ralph Winslow, Koppers Co.; Gene Wedereit, Chemetron Corp.; Douglas L. Smith, S. C. Johnson & Son, and Donald S. Frost, Bristol-Myers. Other speakers: Paul E. J. Gerhold, Foote, Cone & Belding; Robert J. Fisher, Ford Motor Co., and R. E. Olson, Taylor Instruments Corp.

The book was edited by Russell H. Colley, management consultant and editor of ANA's seven-volume *Advertising Management Guidebook* series, under the supervision of the ANA committee on the corporate management approach to advertising investment, headed by Mr. Bolin. Non-members of ANA may order copies at $7.50 each from ANA headquarters, 155 E. 44th St., New York 17. Quantity discounts are available.

Service, which measures exposure to magazines and television within the same homes. They stressed—as many tv authorities have done—that NMS does not measure sales efficiency: "you first have to decide which medium is going to be your basic one, develop that to a satisfactory point (using NMS as a guide to determine which vehicles within the medium, programs or magazines, fit best together), and then complement this base with the very best possible match in the other medium."

▪ Robert M. Prentice, Lever Bros. marketing services director, detailed Lever's procedures in reviewing the effectiveness of its agencies. In the process, he said, Lever discovers problems arising from its own operations as well as those of its agencies and thus is able to make it easier for the agencies to do a better job.

▪ Beatrice Adams of Gardner Adv. maintained that the way to change advertising's "image" is not to make a survey—as the American Assn. of Advertising Agencies has done, but to "change the advertising." She urged advertiser cooperation in eliminating advertising that is "off color, off key, off base."

Appearing as a member of the ANA-AAAA committee for improvement of advertising content, she said the group had received 88 complaints during the past year, that in about half of these cases the committee agreed that the advertising complained about was "objectionable," and that less than half of this was considered "serious." But she said, "you can bet your next martini that if 88 complaints have come in, 888 are being complained about but not reported."

▪ Lee H. Bristol, Board Chairman of Bristol-Myers, was presented the first Paul B. West Award, named in honor of the late ANA president and to the award annually by ANA for outstanding contributions to the advancement of advertising.

▪ A selection of outstanding television commercials was presented in 20-minute showings immediately preceding the business sessions on each of the three days.

Samuel Thurm, Lever Bros. advertising vice president, headed the program committee for the annual meeting. Entertainment at the annual dinner last Friday night was arranged by CBS.

Can tv network costs be kept in line?

ANA TOLD PRICES INCREASE WHILE AUDIENCE DOESN'T

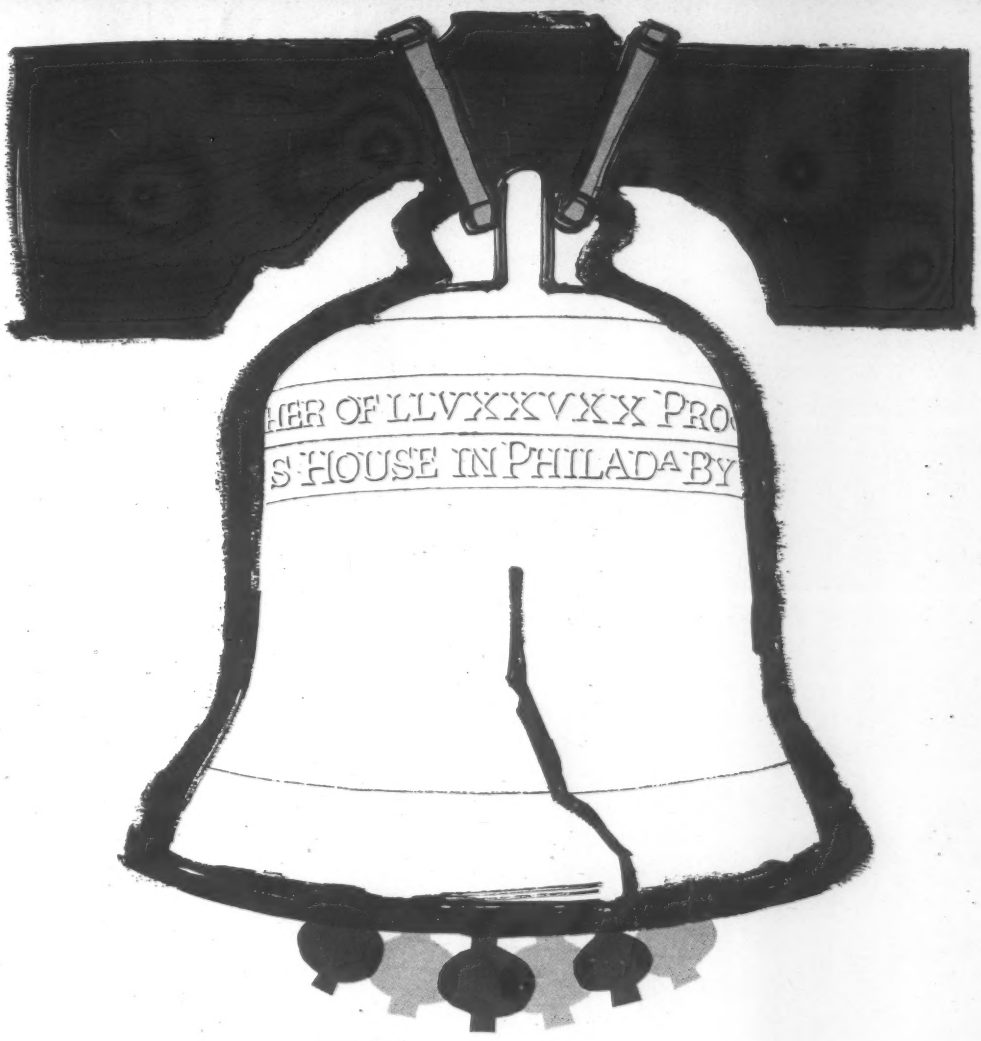
Rising costs in the face of a levelling off in audience values are giving television advertisers serious concern about the future efficiency of the medium.

They are afraid there will be no end to spiralling costs.

The opportunities for further audience growth already are so limited that the sponsor's best remaining hope for continuing to improve his dollar's worth "now lies in the area of cost control" —understanding and using to greatest advantage the various discount structures available to timebuyers.

Television and its current users hope it won't come to this, but it is conceivable that at some point the "deciding factor" in setting television prices will not be television's own cost and values, but the price structures of competing media—the defensive pricing approach that "usually means it is too late."

These observations, related to network tv specifically, sum up the feelings of a panel of network, film and

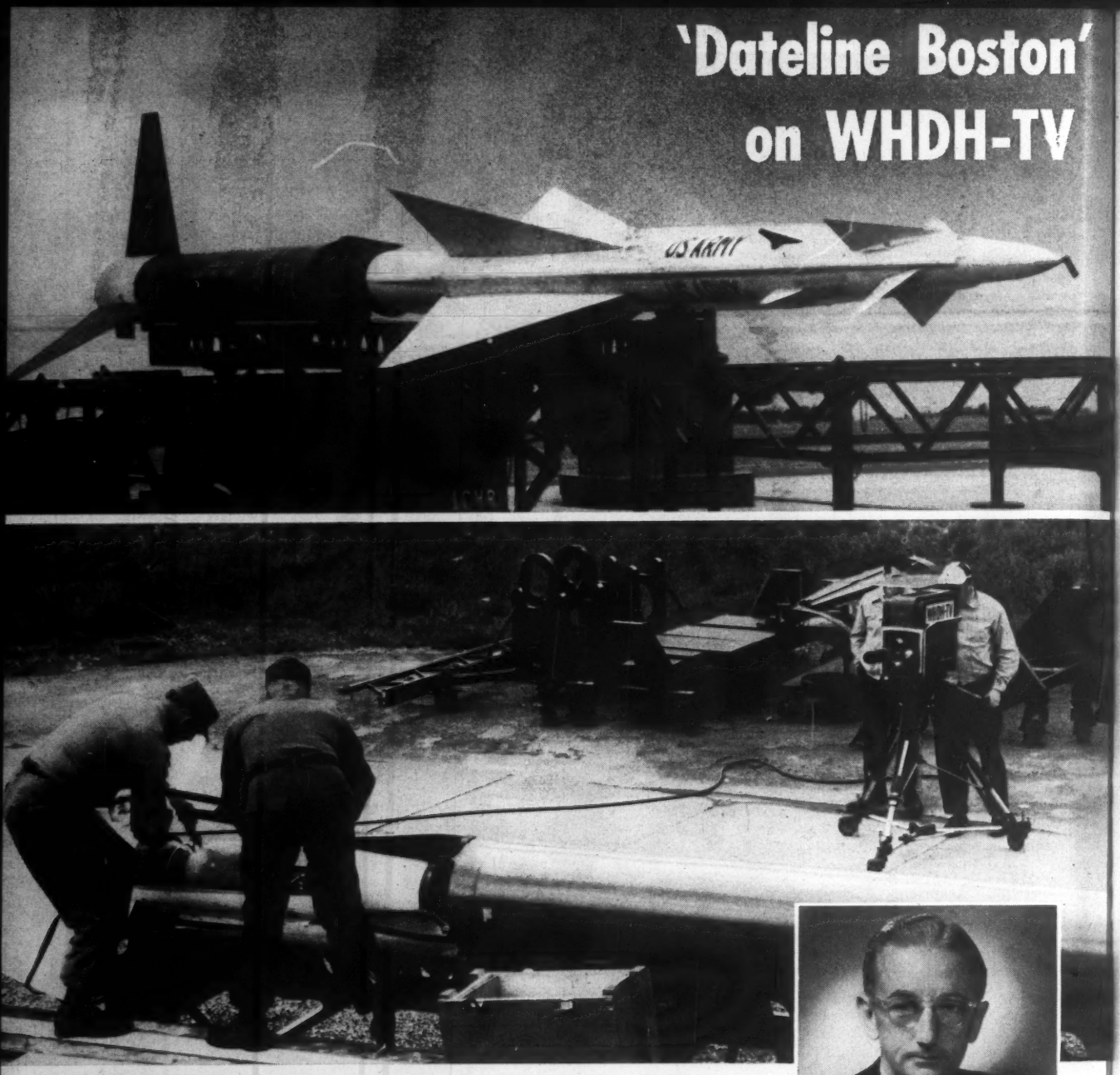


Voices of Freedom

Stirring words . . . *important* words in these times . . . have been dramatically recorded for presentation to *all* freedom-loving Americans. Storer Broadcasting Company, working with Freedoms Foundation at Valley Forge, has prepared a series of one-minute capsule programs. Each is an expression of great American ideals and patriotism. Each is voiced by an outstanding citizen . . . Among them, Bob Hope, Billy Graham, Barry Goldwater, General Curtis LeMay, James A. Farley. Storer Broadcasting Company is pleased — and proud — to make these tapes available to *any* interested radio station free of charge. *Address: "Voices of Freedom," Freedoms Foundation, Valley Forge, Pennsylvania.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

'Dateline Boston' on WHDH-TV



OVER 1000 TIMES in the past four years, viewers have gained vital knowledge of their own community through 'Dateline Boston.' Above, WHDH-TV cameras focus on Nike maneuvers.

"From the start, our aim for 'Dateline Boston' has been very simple: to make it America's finest series of locally-produced public-service telecasts . . . an outstanding contribution to the fields of art, music, medicine, science, education and theatre. We are tremendously pleased by continuing evidence, both from our own community and from the nation at large, that our aim is being completely realized."

WILLIAM B. McGRATH
Vice Pres. & Managing Director
Station WHDH-TV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Brings Viewers Closer to Their Own Community

When a community has a wealth of articulate citizens, thoroughly conversant with the Traditions of yesterday, the Culture of today, or the Science of tomorrow . . .

And when an inspired program staff has free rein in bringing the finest of talent before the camera . . .

Then the resultant telecasts are bound to be "highly rewarding"— a phrase often used to describe 'Dateline Boston.'

Every week-day since WHDH-TV went on the air in '57, Dateline Boston has occupied the choice time from 6 to 6:30, P.M. Developed by the station in association with the Massachusetts Department of Education, the series presents the day-by-day drama of a great region.

It is spiced with infinite variety. One evening, it may breathe new life into New England history. The next program may trace the pulsing record of community progress – or take a searching look at the shape of things to come, especially as they relate to the homes and families of Massachusetts.

Having already passed the 1000th telecast, Dateline Boston continues to maintain a high level in talent, and in community participation. Numbered by hundreds are the Bostonians and other celebrities, and the New England organizations that have helped make the series so successful. More than 100 cities and towns have taken active part. Long hours of preparation have been rewarded with intense audience-interest.

To Blair-TV, creative cultural programming by great stations like WHDH-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

agency experts at the Assn. of National Advertisers' annual meeting (also see pages 36, 38) as reported afterward at a news conference in which the panelists participated.

Still Big Results ▪ For television men, perhaps the most heartening feature of the private panel session— which was held twice to accommodate more advertisers— was the report that in neither session did anyone suggest that television costs had led him to think of abandoning the medium. Moreover, it was emphasized that for the advertiser television's rewards "have been and still are great." They "just come a little bit harder now."

Howard Eaton, media director of Lever Bros., moderated the closed panel session and summed up the highlights for newsmen afterwards. The panelists were William H. Hylan, CBS-TV's sales administration vice president; Richard Jones, vice president and media director of J. Walter Thompson Co., and John Mitchell, vice president of Screen Gems. They joined Mr. Eaton and supplemented his summary at the news conference.

"While the right show is still a mighty important ingredient," Mr. Jones said, "more emphasis today must be placed on the factor of cost control. It is not only what you buy but how you buy it. More sophisticated techniques are required and the man who knows how to be creative with a rate card is a very handy fellow to have around."

Mr. Jones presented figures developed by JWT or compiled from other sources to show:

▪ The potential tv audience has been levelling off since 1958. Tv saturation, with approximately 88% of all homes now tv equipped, is virtually complete. The leaps in ownership have shortened now to the point where another five million tv homes may be added by 1965, when saturation is expected to be 92%.

▪ Average daily viewing per tv home is also levelling off. Since 1956 there has been "a sharp increase" in daytime viewing but a 3% decline in the percentage of homes watching at night, according to JWT figures. Mr. Jones said the daytime increase results largely from the increase in daytime programming, and that the nighttime decrease primarily stems from the fact that a big part of the increase in set ownership in recent years has been among early-to-bed rural families and among former holdouts who could not be expected to be avid viewers.

▪ Because there are now more stations and a wider choice of programs and because the networks have counter programmed so successfully, ratings have been tapering off. "The average evening program would have actually had a decline in number of viewing homes if advertisers had not increased their station lists to offset the diluting effects." This device for increasing coverage "has nearly been exhausted, however."

▪ Network time charges are up by about one-third since 1956, for "roughly the same rate as the growth in total tv homes." But in terms of delivered audience for the average half-hour nighttime program the cost has gone up 57% as against the 26% increase in actual homes reached."

▪ Talent costs too have increased— by about 30% over the last five years. Actually Mr. Jones said, the figure is higher than this, because the 30% figure is based on averaging the rerun costs with the much higher original costs.

Time Near Peak? ▪ Mr. Hylan said that in his view, network time costs have themselves reached a levelling off point and are not apt to go up much more. He said CBS's tv rate had increased not more than 3% a year for the past three years. Figuring from an average audience base of 10 million homes he estimated that rates would go up 80% for every 100% increase in average delivered audience.

Mr. Mitchell said that one of the "roadblocks" hindering stabilization of program production costs is the fact that producers must deal with 37 different unions. Another is that television production of programs is so great that "there is a wage premium" on good writers, producers, directors and other creative personnel. "Everybody wants the good ones" he observed.

Mr. Mitchell said there seems to be a general awareness that television is "facing some sort of inefficiency because of both time and program costs and levelling off in audience." Mr. Eaton said that although nobody at the session indicated any intention of leaving television "a thing that bothers advertisers most is that they don't see any end in sight for this cost spiral."

Homecoming

Cities Service Oil Co., New York, will return to network tv after an absence of 11 years with sponsorship of three special color programs, *Cities Service Highways In Melody* on NBC-TV on Dec. 3, 31 and April 22 (10-11 p.m.). The series will present Gordon McRae as host and will offer top artists from the popular, opera and folk-music fields. The agency for Cities Service is Lennen & Newell, New York.

RADIO REPS STILL WELCOME

Rep firms deny agencies give them short shift, but some say more aggressive selling needed

Some station representation firms last week came to the defense of agencies against charges that some buyers appear less interested in hearing spot radio presentations than they used to be.

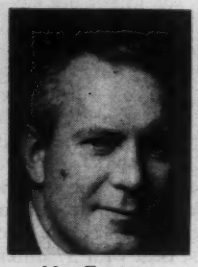
The charges, made by several salesmen, were reported in a BROADCASTING study of the radio attitudes of buyers as well as sellers, designed to sort out spot radio's principal problems and put them into focus (BROADCASTING, Oct. 30).

Station Representatives Assn., commending the article, felt that "direct to the point" information of this kind is valuable and of a problem we have too often failed to recognize and 'face up to.'"

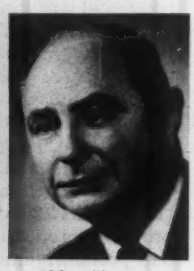
Similarly, Robert E. Eastman & Co. declared the agency attitude underscores a need for continuous selling of radio's "intrinsic values."

Officials of both Weed Radio Corp. and Venard, Rintoul & McConnell said it was their experience that buyers are ready and willing to hear—and pay attention to—spot radio sales presentations.

Lloyd George Venard, president of VR&M, said his firm had found all buyers are always anxious to get all the information in both radio and television. He also offered collateral views on other findings in the study, which he called "stimulating" but at variance with his conviction that selling—in both radio and tv—"certainly . . . is more aggressive on the national level than your article indicates."



Mr. Eastman



Mr. Venard

Marvin D. Melnikoff, Weed's director of marketing and research, said a check of his firm's seven New York salesmen showed they feel that time-buyers treat them fully as considerately as they do tv salesmen—that radio salesmen are not treated as "stepchildren to tv salesmen, but are given as much time for their presentations as tv salesmen are.

Only One ▪ Challenging the article's report on agencies' radio attitudes, Mr. Venard said in his letter that he knows of one large agency that is not now using radio but is planning on radio for 1962-63 budgets. He said "There is every indication that this agency . . . will be using spot radio in the season coming up."

Mr. Venard also pointed out that the article "ignored the fact that many advertisers that were using national spot exclusively in radio for a large part of their budget are now buying participations on networks and, as one buyer remarked facetiously 'The best way to buy radio network is to ask for sealed bids.' The recognition of participations in radio network is also recognition for spot radio, and history shows that most advertisers either utilize both or alternate.

Mr. Venard thought it "unfair" to timebuyers to say that agencies do not give time to radio reps. He said: "We have found that all buyers are always anxious to get all the information in both radio and television. The fact that agencies have not asked for spot availabilities and spot plans in three or four months does not mean that availabilities and plans have not been suggested to the agency."

Mr. Venard's letter also gave an example of the article's reference to rates and deals, which he said is "undoubtedly correct." He mentioned an account that spent $1.5 million for national spot this year and which is going to spend the same amount in the 1962 period for local radio—the same account, the same agency. "Naturally, national spot is going to be down a million and a half on the basis of this. Stations which hold out for the national rate lessen their chances and it seems that there is less national spot from that agency. Actually there isn't, but the representatives are not getting the business.

"In checking with other representatives I find that most of them regard the radio departments and their television department salesmen as about the same age with perhaps the radio men being a little older because some of them were in business before television came into existence. In our own particular organization we try to keep the ages balanced."

Approach for Agency Calls ▪ Mr. Melnikoff explained the approach used by his firm in dealing with agency calls. He said Weed's radio salesmen call on buyers only after radio has been chosen by clients and top echelon agency executives as the medium to be used. In short, a radio rep doesn't try to sell a buyer radio as such—it is often not in the buyer's domain to plan an advertising campaign."

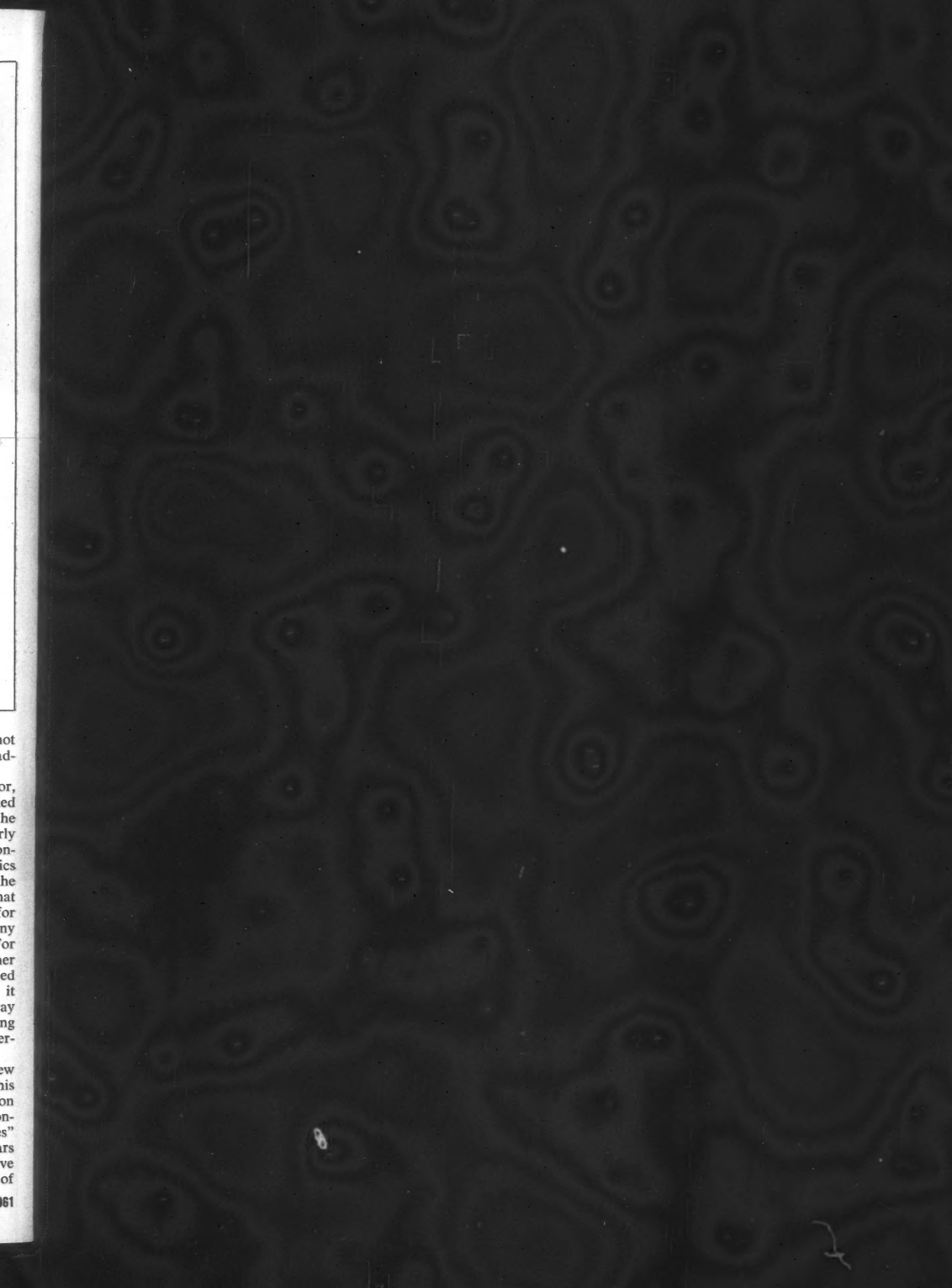
Lawrence Webb, managing director, Station Representatives Assn., pointed out in his reply that "radio is in the position of being continuously overly researched, rather than creatively considered." He said the more statistics furnished agencies and advertisers "the more they want." He maintains that radio "should be measured dollar for dollar, idea for idea along with any other major advertising vehicle. For this reason SRA in its efforts to further the use of spot radio has embarked upon a major pilot project which if it proves successful, will go a long way towards proving that radio advertising can be a dominant part of an advertiser's media strategy."

Robert E. Eastman, head of the New York station representative bearing his name, said that the agency attitudes on spot radio point up the need for continuous selling of the "intrinsic values" radio offers. "For the past three years there has been no sustained creative selling of the medium on the part of

Hair raiser

This bizarre electrical effect has been utilized for the Xerox Corp. tv commercial Nov. 9 on *CBS Reports*. Jonathan Karas & Assoc., Dover, N. H., which specializes in creative science and engineering consulting, placed a model on a glass-insulating stand and safely subjected her body to a half-million volts. Under these extreme circumstances a charge was produced which forces the hairs to repel each other.

Demonstration was filmed by Elliot-Unger for Xerox and its agency, Papert, Koenig, Lois Inc.



PULSE IS IN
FACE-TO-FACE TOUCH
WITH AMERICA!

BROADCASTPULSE

Audience measurement in radio and television
Cumulative Pulse
Foreign Language studies
Negro studies
FM surveys
Sponsor identification and commercial remembrance

Pulse Personal Interviewing
accounts for all family members
measures listening and viewing in any part of the house
accounts for all listening and viewing in multi-set homes
covers out-of-home listening and viewing
reaches different families each survey
preserves the process of natural program selection—all data obtained only after selection has been made.

MARKETPULSE

3-time-a-year marketing study of every U.S. network TV program in light of product-use and socio-economic questions. Report #4, due this week, reports on 55 categories, bringing total covered thus far to 147.

based on the Profiles for each of the 147 categories covered thus far. Pulse has all this data—and much more—stored on electronic tapes and offers cross-tabulations for any two more characteristics. (E.g., income vs. cost of new car purchased.) Rates on request.

custom-research to your own marketing requirements.
Typical MarketPulse clients include: American Cyanamid, Hicks & Greist, Chesebrough-Ponds.

for further information, contact:

730 Fifth Avenue • New York 19, N.Y.
JUdson 6-3316

*ARB REPORTS WSIX-TV 8 NO. 1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

and NOW . . . 37th TV MARKET** homes delivered, 6 P.M. to midnight, Sunday through Saturday (**ARB November, 1960 and March, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented by:
PETERS, GRIFFIN, WOODWARD, Inc.

representatives," Mr. Eastman said. "This is the problem—the medium is not being sold."

He said Robert E. Eastman & Co. prepared a spot radio presentation early this year which is being shown to agencies and advertisers on a continuing basis. Following the presentation, Eastman leaves the agency with a booklet further outlining the advantages of spot radio. Key ideas in the Eastman pitch include:

(A) Spot radio's ability to reach busy people where no other medium can and while they are otherwise engaged; (B) radio receives one-third more hours of weekly attention than newspapers and magazines combined; (C) the "warmth and persuasion" of the human voice; (D) the ability to build and develop a personal sales touch through the use of personalities.

The Eastman presentation also points out that 84% of all people turn first to radio for news and 55% for weather. Continuous sales efforts "will gradually plant ideas which will take root, be verbally repeated by agency and client people and re-establish a greater appreciation of the medium and larger national advertiser investment in it," Mr. Eastman said.

RAB expands activity with new department

The old member service department at Radio Advertising Bureau, New York, is sporting a new name and new functions. And, its old duties will be assumed by a newly formed member service department.

The changes are designed to handle a predicted 300% increase in RAB's activities "in the field."

The member service department, which handled individual requests of the bureau's more than 1,100 members and maintained field contact with them, has been renamed the member development department. It will assist in local sales development, sales training and the use of sales promotion materials in local markets.

The newly formed member development department's former functions, which included answering more than 11,000 requests annually for help on individual problems, have been shifted to a new member service department. It will assume such additional functions as arrangements for sales clinics and management conferences and will merge the functions of the tape division and the department store radio advertising seminars.

Business briefly . . .

Lion Packaging Productions Inc., New York, has bought spot time on 17 tv stations and 18 radio outlets for a six-week drive on behalf of the company's plastic snap-off bags. The business was placed direct.

Salada Tea, product of Salada-Shirriff-Horsey Inc., is now engaged in a 23-market spot radio campaign in the northeast. The seven-week drive, on 27 stations, uses between 25 and 50 spots per week, per station. Agency: Cunningham & Walsh Inc., New York.

Savings & Loan Foundation will sponsor *Sentimental Journey*, a special program to be broadcast in color on NBC-TV Thur., March 29, 1962 (7:30-8:30 p.m. EST). The foundation will also co-sponsor NBC-TV's coverage of the

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

CBS Animations, 477 Madison Ave., NYC

Associates Investment Co., five 60s, animation with live inserts, film. Al Kouzel, prod. mgr. Agency: Foote, Cone & Belding; John Rundall, agency producer.

Chuck Goldstein Productions Inc., 730 Fifth Ave., NYC 19.

Canadian General Electric Co. Ltd. (Christmas lightbulbs), one 60, musical, released in stereo and monaural, music recorded additionally and sent to Quebec for recording in French for French-language stations. Chuck Goldstein and Norman Richards, prod. mgrs. Agency: MacLaren Adv. Co., Toronto; Larry Trudell, prod. mgr. Approx. cost $4,250.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas, Tex.

Cain's Coffee Co., six, live-animation, film. Agency: Lowe Runkle Co.; Howard Neumann, agency producer.

Commerce Trust Co. of Kansas City, Mo. (banking services), six 20's, live-animation, film. Agency: Valentine-Radford Adv.

Phoenix Studios, 420 Lexington Ave., NYC

National Biscuit Co. (Milk Bone), two 60s, animation, film. Michael Smollins, prod. mgr. Agency: Kenyon & Eckhardt; Marshall E. Rothen, agency producer.

Tv Spots Inc. (division of Creston Studios), 1037 N. Cole, Hollywood 38

Quaker Oats Co. (Life), three 60s, one 12 (billboard), live-animation, film. Jean Matheny, prod. mgr. Agency: J. Walter Thompson; Herb Bull, prod. mgr.

WDAY-TV
makes the ladies PANT!

10,320 women in and around Fargo are greatly *exercised* about what Bill Weaver says and does on his daily "Party Line" program every late afternoon.

For example: Bill had "Miss Exercise" appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered (not pushed) every day. In two weeks, 10,320 requests were received.

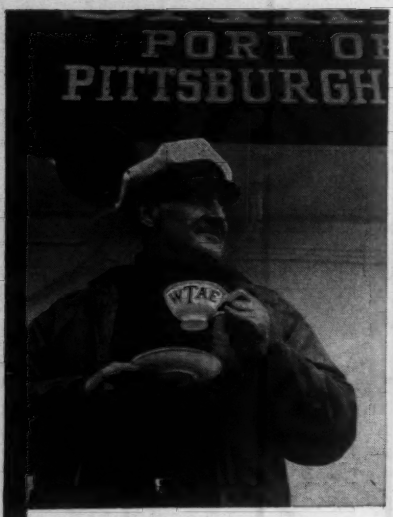
"Party Line" is doing a *magnificent* job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you'll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



Take TAE and see

how to get more sales tonnage in the port of **PITTSBURGH, PA.**

According to the U. S. Army Engineers, the Port of Pittsburgh handled 6,872,194 tons last year. The greater Pittsburgh marketing area is even bigger when it comes to sales tonnage. Last year retail sales totaled $2,883,162,000. How to tap that market? Buy WTAE. Need proof? Just look at the record. In the past year, 46 major local Pittsburgh advertisers have switched to WTAE. They know the market. They demand sales. You can get more sales for your clients' money on WTAE, too. See your KATZ representative for the story of the overwhelming local and national trend to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

East-West Shrine football game Sat., Dec. 30, also in color. Agency: McCann-Erickson, New York.

Birds Eye Frozen Foods, product line of General Foods, White Plains, New York, has bought a tv campaign of 67 spots per week in eight markets in New York and New England, beginning this week. Agency: Young & Rubicam, New York.

Hills Bros. Coffee Inc., San Francisco, ordered one-quarter sponsorship of the San Francisco Forty-Niners National Football League games on KPIX (TV) that city. The advertiser's last pro football buy was the 1960 NFL championship game on a west coast regional network. Agency: N. W. Ayer & Son, Philadelphia.

Rep appointments...

- KUGN Eugene, KUMA Pendleton and KBZY Salem, all Oregon: George P. Hollingbery Co.
- KONG Visalia, Calif.: J. A. Lucas Co., San Francisco and Los Angeles.
- KTVE (TV) El Dorado, Ark.: Venard, Rintoul & McConnell.
- KICU-TV Fresno-Visalia, Calif.: Sandeberg/Gates & Co., San Francisco.
- KIEV Glendale, Calif.: California Spot Sales Inc., Los Angeles.
- WHIM Providence, R.I.: Eckels & Co. as its New England representative.
- WHIM Providence, R. I.: Broadcast Time Sales Inc., New York.

Agency appointments...

- Mackel Development Co. appoints The Allenger Adv. agency, Brookline, Mass.
- Fairfield Labs Inc., Pasadena, Calif., appoints Fuller & Smith & Ross Inc., Los Angeles.
- Zellwatte GmbH, German company making Kleenex tissues and other Kleenex products, appoints Foote, Cone & Belding in Frankfurt to handle advertising in Germany. FC&B also handles Kleenex advertising in U. S. and in United Kingdom.
- Albany Frosted Foods Inc., Syracuse, N. Y., has appointed Barlow/Johnson, Latham, New York, to handle its advertising.
- Canadian Pacific Airlines has appointed Kenyon & Eckhardt Inc., New York, to handle its advertising within the U.S. and throughout Latin America. K & E's Mexico City office will place Latin American business.
- Bristol-Myers Canada Ltd., has announced that Canadian advertising for Ban deodorant and Ipana tooth paste will be handled by Ogilvy, Benson & Mather (Canada) Ltd., effective Jan. 1, 1962. Also effective that date, Vickers & Benson Ltd. will begin handling Canadian advertising for these Bristol-Myers products: Bufferin, Ingram Concentrated Lather Shave, Medicated Minit-Rub, and a new product in Canada, 4-Way Heat Congestant Cold Tablets.

How radio and 'Mabel' made Carling beer

GARRETSON TELLS ABOUT 11-YEAR CLIMB IN OHIO TALK

How a brewing company used radio predominantly to move from 62nd place in the industry to fourth place in 11 years was described last week by R. C. Garretson, marketing vice president of the Carling Brewing Co.

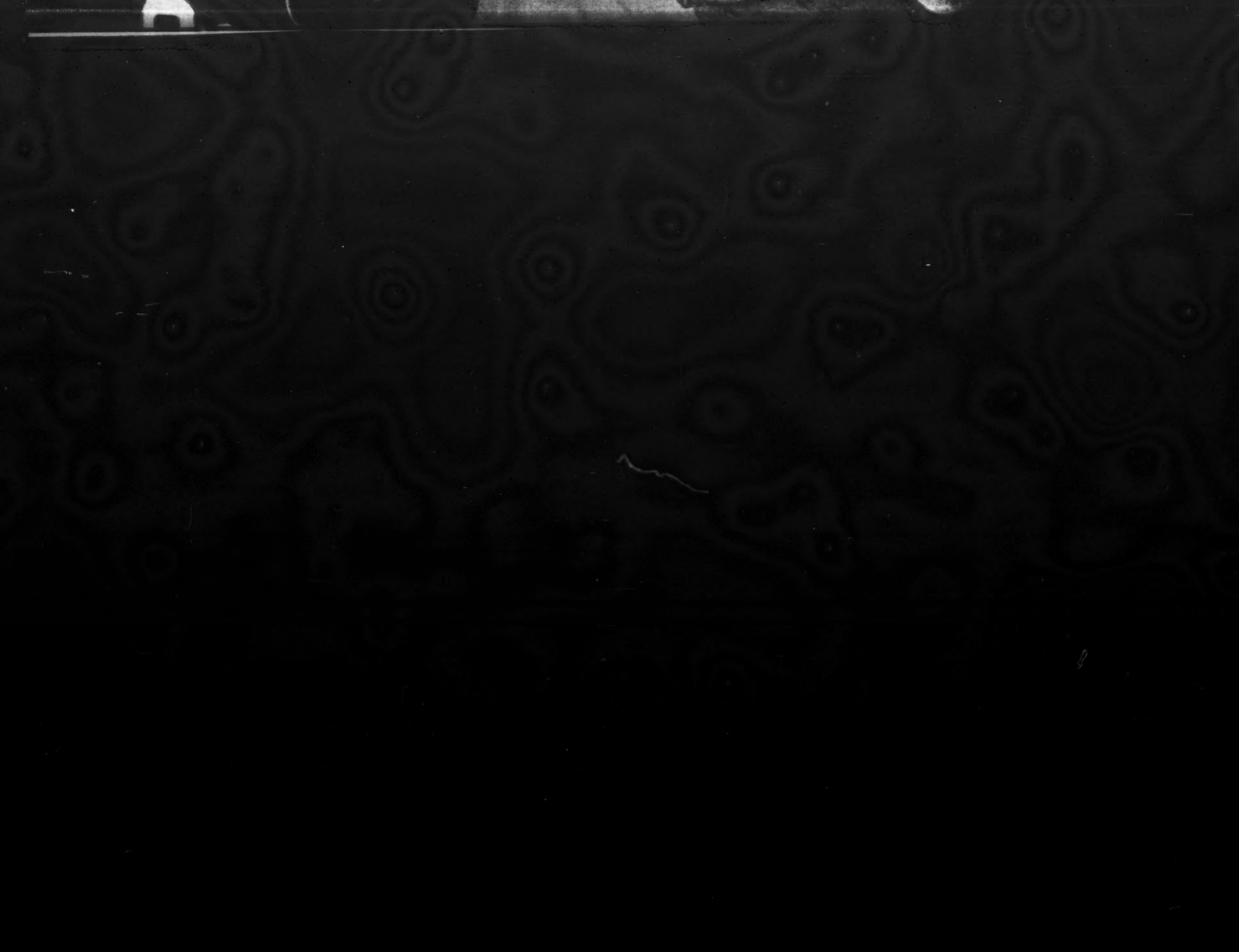
And how a hair dressing company uses "perpetual motion" tv to move its product was also described last week by Charles A. Pratt, advertising director of Alberto-Culver Co.

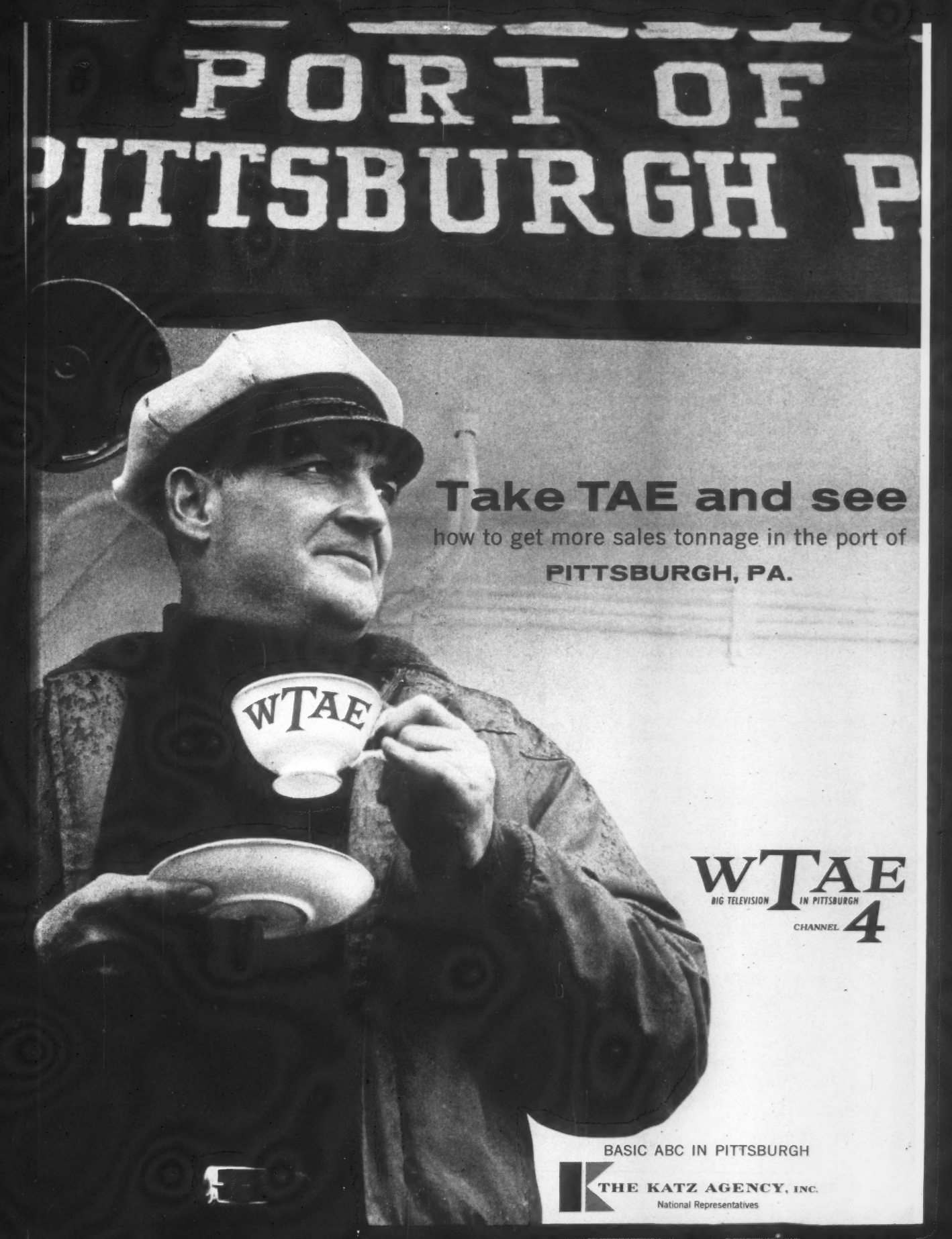
Both were principal speakers at the fall convention of the Ohio Assn. of Broadcasters. OAB met Nov. 2-3 in Columbus, Ohio.

Radio offers the most flexible, the quickest and most effective medium at a reasonable cost "not possible in any other medium," Mr. Garretson told the broadcasters. He traced the history of the Carling firm's "Mabel, Black Label!" slogan from introduction in 1949 (when Carling was producing and selling only 360,000 barrels) to 1960 when its output was number four in the brewing industry (5 million barrels).

Throughout this 11-year climb, Carling used radio extensively to target its message in opening new distribution areas, promoting its new "handy" bottle, or directing its message to communities where it was opening new breweries. Mr. Garretson presented a number of tape recordings of Carling radio musical messages and observed that the brewer has even used music alone on radio, thus "delivering an almost subliminal message."

In describing Alberto-Culver use of tv throughout the year, Mr. Pratt suggested that lower rates should apply in the summer because of the smaller tv audience. He also urged telecasters to hold down over-commercialization. He said he personally feels that much of the criticism levelled against tv today is unjustified. "People outside the industry can't fully understand the super-




PORT OF
PITTSBURGH P
WTAE
Take TAE and see
how to get more sales tonnage in the port of
PITTSBURGH, PA.
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH
THE KATZ AGENCY, INC.
National Representatives

Foodtown has a good reason for putting new money into tv

A profitable 10-store supermarket chain and a constantly rising sales curve dispel any reservations Foodtown Stores Inc., Baton Rouge, La., may have had about television advertising.

Foodtown ventured into tv seven years ago when it purchased five 1-minute spots on WAFB-TV Baton Rouge. The buy represented some 2% of its advertising budget. Today, 34% of Foodtown's ad budget is in the tv medium.

The spots were replaced in 1955 by syndicated programs. Since that time, Foodtown has sponsored eight syndicated series on WAFB-TV. This season, it's back on the schedule with four more: *Ripcord, Shannon, Everglades* and *King of Diamonds,* all in prime time.

Foodtown's ads this year emphasize a merchandising program—low prices and why it pays to shop at Foodtown—as well as the corporate image.

"It's really a healthy balance of all three sales approaches," according to John P. Casey Jr., president of Foodtown's agency, Advertising-Promotion Assoc.

"These four shows that Foodtown will sponsor not only confirm its belief in television's ability to sell," Mr. Casey said, "but also show planning, since the four nights of sponsorship are during the peak grocery business days of the week. In addition . . . a series of minute spots [will serve] as a booster element."

Completing Foodtown's purchase of four syndicated shows on WAFB-TV are l to r (standing) Elmo Harelson and Frank Forte, Foodtown executives, and (sitting) Tom E. Gibbens, president and general manager of WAFB-TV; Lon Keeley, account executive on Foodtown.

human job it is to program 18 hours or more a day for 365 days of the year," he said.

Sales and advertising spending by Alberto-Culver have doubled almost each year, Mr. Pratt said. It now uses all three tv networks plus a heavy spot schedule. Company sales for 1961, he said, are expected to top 1960 by $10 million—an amount equal to total sales just two years ago.

AFA makes plans for D.C. conference

Three government leaders will headline the Fourth Annual Mid-Winter Washington Conference of the Advertising Federation of America on Feb. 7.

Secretary of Commerce Luther C. Hodges will address the luncheon session. FCC Chairman Newton N. Minow and FTC Chairman Paul Rand Dixon will participate in panel discussions with a member of Congress and spokesmen from media, agencies and advertisers.

The one-day meeting will explore advertising's relationship with government, its contributions, content and cooperation, according to conference chairman Ralston H. Coffin, vice president in charge of advertising for RCA. Discussion topics were chosen from a poll of 1,800 AFA members.

HALF MILLION COLOR TV SETS IN 50 MAJOR MARKETS ALONE

A Television Age Color-set count through distributors, wholesalers, and colorcasting stations shows 547,320 Color receivers in 50 major markets alone. The big breakthrough in Color TV is here. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

Also in advertising...

Southwest rep ▪ The Adam Young Companies, New York, have appointed Clyde Melville Co., regional station representative firm, as representative for all of the Young radio and tv stations in the states of Texas, Oklahoma, New Mexico, Arkansas and Colorado. The Melville Co.'s headquarters are in the Tower Petroleum Bldg., Dallas.

New marketing agency ▪ A new advertising-marketing agency, Bernstein & Campbell, has been formed in Toledo, Ohio, by Joseph J. Bernstein, formerly in various advertising capacities with the *Toledo Blade.* It is located at 2828 W. Central Ave.

More proof that almost

EVERYBODY LISTENS TO RADIO!

On the following five right-hand pages, five Great Radio Stations present facts from the just-completed Politz studies...

Measure of a Great Radio Station

WTIC Hartford

WGY Albany-Schenectady-Troy

WTMJ Milwaukee

WBEN Buffalo

WJR Detroit

Stations represented by Henry I. Christal Co., Inc.

WAPI—Birmingham
WBEN—Buffalo
WGAR—Cleveland
KOA—Denver
WJR—Detroit
WTIC—Hartford
KTHS—Little Rock
KFI—Los Angeles
WHAS—Louisville
WTMJ—Milwaukee
WSYR—Syracuse
WSM—Nashville
WHAM—Rochester
WGY—Albany-Schenectady-Troy
KWKH—Shreveport
WTAG—Worcester

Secondary boycott legal, NLRB says

DECISION IN WOGA-IBEW CASE IS SETBACK TO BROADCASTERS

Broadcasters who thought they and their advertisers were protected from secondary boycotts found Friday they aren't.

In a precedent-making ruling Nov. 3, the National Labor Relations Board held a union may appeal to its members and the public not to deal with a merchant who is advertising over a station with which the union is in dispute.

The case involved Local 662 Radio & Television Engineers, affiliated with the International Brotherhood of Electrical Workers (AFL-CIO), and WOGA Chattanooga. WOGA engineers struck Jan. 11, 1960, when they failed to get a contract from the new management of the facility (formerly WAGC).

The engineers picketed not only the station, but also its remote facilities at a local automobile agency. They also mailed and distributed handbills asking their own members and the general public not to patronize merchants continuing to advertize on WOGA.

The station charged that the union was engaging in unfair labor practices, citing the 1959 Landrum-Griffith Act which prohibits secondary boycotts in a labor dispute.

A trial examiner ruled that the picketing in front of the automobile firm and the distribution of the handbills violate the prohibition against secondary boycotts.

In holding that the distribution of the "Do Not Patronize" pamphlets by the union violated the secondary boycott prohibition, the examiner based his interpretation on the ground that radio stations deal in a service, not a product. The need for this distinction, he pointed out, is that the Landrum-Griffin Act expressly permits a union to "publicize" its dispute and to seek to persuade the public not to buy the products of an employer with whom it is in dispute.

Board Reverses ▪ A majority of the five-man NLRB reversed the examiner on all points. The board held that the picketing at the automobile company was within the law because the station had set up remote facilities and these could be considered an extension of the main station. They also ruled that a radio station's services can be considered a product in the meaning of the labor law. This would bring to the union the right to "publicize" its dispute, they said.

The board's ruling on this point reads as follows:

"We disagree, however, with the trial examiner's finding that the proviso [right to "publicize" dispute] does not protect the leaflets, because in his opinion the primary employer does not 'produce a product' and the secondary employer does not 'distribute' such product within the meaning of the proviso. This finding rests on the trial examiner's concept that a primary employer which provides a service to a secondary employer, such as the radio station's advertising service here, does not 'produce a product' which is 'distributed' because such service is of an intangible rather than physical nature. This concept was recently rejected by the Board in *Lohman Sales*. As found in that case, *labor* is the prime requisite of one who 'produces,' and therefore an employer who applies his labor to a product, whether of an abstract or physical nature, or in the initial or intermediate stages of the marketing of the product, is one of the 'producers' of the product.

"Accordingly, the Board held in that case that a primary employer wholesaler, by adding his labor in the form of capital, enterprise, and service to a product manufactured by someone else, became one of the producers of that product. Similarly here, the primary employer radio station, by adding its labor in the form of capital, enterprise and service to the automobiles which it advertises for the secondary employer retail distributor of the automobiles, becomes one of the producers of the automobiles. Indeed, by adding such labor in the form of advertising in order to make the automobile saleable, the radio station becomes a very important producer in the intermediate stage leading toward the ultimate sale or consumption of the product.

"And of course the secondary employer retail distributor of the automobiles clearly 'distributes' such product within the meaning of the proviso. For the foregoing reasons, and the additional reasons fully explicated in *Lohman Sales* for not drawing any arbitrary distinction between different kinds of 'producers of products,' we find that the publicity proviso is applicable to the service-type situation present here. Accordingly, we find that Respondent's leaflet circulation and distribution was protected by the publicity proviso . . . and therefore was not violative. . . ."

Board member Philip Ray Rodgers dissented on both points. He maintained that picketing of remote broadcasts is illegal, and also that the "publicity" proviso of the 1959 Act is limited to products, not services.

Landmark Decision ▪ Gordon M. Freeman, international IBEW president, hailed the decision as one which will afford "the full scope to the protection of the right of labor unions in all industries to advise the public of labor disputes." He added:

"Also important is the holding that the picketing of remote broadcasts as

HST on tv: no subsitute for whistle stop

Tv speeches and debates will never match the person-to-person, whistle-stop method of winning votes, former President Harry S. Truman, political master of the latter technique, told the National Press Club in Washington last week.

The former President said tv often gives a misimpression and that voters are most influenced by seeing a candidate in person and hearing what he stands for. Asked if he would recommend that President Kennedy debate his opponent on tv if he runs again in 1964, Mr. Truman said he thinks tv debates prove little but admitted that President Kennedy did well in last year's debates. President Kennedy was "lucky," Mr. Truman said.

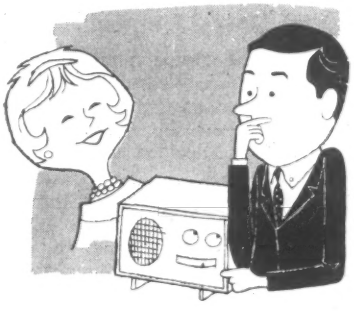
Asked "What do you think of FCC Chairman Minow's policies on tv programming?" Mr. Truman drew laughter by replying, "What are they? I have no idea what they are?"

Mr. Truman

Endorsing the principle of regular news conferences by the Chief Executive, he said they should be held once a week when possible. He said he felt as President he had learned as much from the questions about what was on editors' minds as he gave information in answering.

Politz study gives completely new look at radio listeners in the Buffalo-Western New York area

LOOK HOW THEY LISTEN

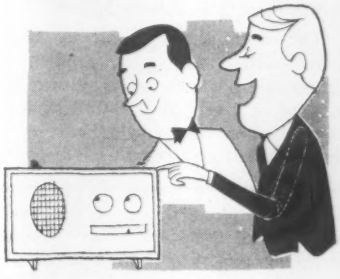


over 1,203,000 listen to the 63 stations in the area.

LOOK HOW THEY LIKE WBEN

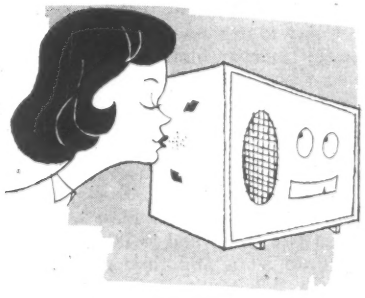
over 515,000 listen to WBEN — 42% of total, an increase of 52,000 new listeners in four years.

LOOK HOW THEY LIKE WBEN FOR NEWS



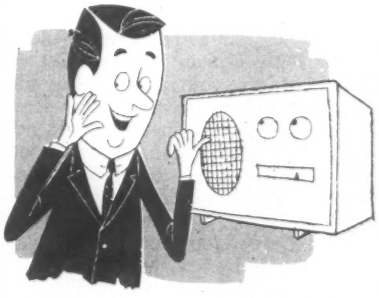
31% of those expressing an opinion specify WBEN as best for news.

LOOK HOW THE LADIES LIKE WBEN



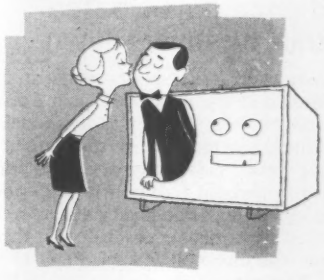
34% of those expressing an opinion specify WBEN best for programs for homemakers.

LOOK HOW THEY RELY ON WBEN



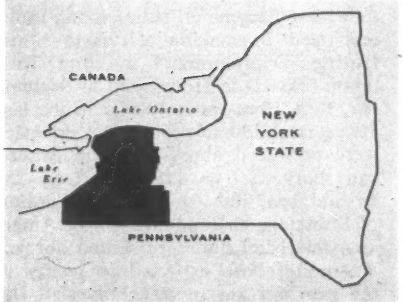
20% of those expressing an opinion would tune WBEN to verify a rumor of war.

LOOK HOW THEY LIKE WBEN SPONSORS



29% of those expressing an opinion specify WBEN as having the best advertising.

Look what this means. More Western New Yorkers hear WBEN.
More like to listen to WBEN and more like what they hear!



More than 1,240,000 persons over 15 years of age live in the eight-county WBEN coverage area.

WBEN-Radio

THE BUFFALO EVENING NEWS STATION

930 Kilocycles 5000 Watts

Represented by **HENRY I. CHRISTAL CO.**

NEW YORK • CHICAGO
LOS ANGELES • SAN FRANCISCO
BOSTON • DETROIT • ATLANTA

Wage & Hour unit interprets new law

The U. S. Dept. of Labor's Wage and Hour Division has issued its interpretation of the revised Fair Labor Standards Act exempting announcers, news editors and chief engineers of small market radio and tv stations from overtime payment requirements.

The bulletin, sent to all Wage and Hour Division offices, was published in the Nov. 2 *Federal Register*.

The exemption, passed by Congress earlier this year, applies to broadcasters whose major studios are located in a city of 100,000 or less, except where the city is part of a metropolitan area which has a population over 100,000, or in a city of 25,000 or less which is part of such a metropolitan area but which is at least 40 airline miles from the principal city.

The interpretation defines announcers, news editors and chief engineers and contains industry-backed provisions conceding that announcers perform related duties in addition to straight announcing. The bulletin (Part 793, Title 29) also tells how the distances from studio to principal city shall be measured. Copies are available at the Washington national headquarters of the Wage and Hour Division, as well as at regional and field offices.

distinguished from those at the principle studio of the station, was a form of primary picketing which is lawful under the National Labor Relations Act. As radio and tv stations continue the trend to such broadcasts, this aspect of the decision will have even greater significance."

NAB and station officials, it was learned, are studying the decision and considering whether to appeal it.

Audience participated in this tv show–down

There were several wranglers at the showdown at the old city hall in Farmington, N. M. Catv was branded a sidewinding swindle by tv translator interests and catv lawyers reckoned town folks would fare poorly with non-cable reception. The local citizens were so riled up that over 300 of them packed the city hall for the FCC hearing. The second day it was moved to the roomier high school cafeteria. The audience even cheered its favorite witnesses and lawyers, it was reported.

San Juan Non-Profit T.V., a group of local citizens, had applied to the FCC to set up a translator system to bring in three channels. TelePrompTer Transmission of New Mexico, which holds a catv franchise for Farmington, opposed the request and the matter was set for hearing before FCC Examiner Elizabeth C. Smith on whether the translator system would require a waiver of FCC rules and whether it would serve the public interest. The nonprofit group ran large, black ads in the local newspaper urging the citizens to attend the hearing and stating that it was being held "to determine if there is enough public interest to grant the permits."

Farmingtonians rallied. After the first day, over 200 attended each of the hearing sessions, which ran three days, including an evening session.

Skirts clean, says Allen, in plea for ch. 3 grant

Answering FCC Broadcast Bureau charges that he lacks the character qualifications to be a licensee, W. Gordon Allen, president of Willamette-Land Tv Inc., sole remaining applicant for ch. 3 Salem, Ore., asked the FCC last week to grant him the channel without further hearing (BROADCASTING, Oct. 30).

Mr. Allen said he is sole owner of the company and for that reason deletion of John Truhan from the list of officers of his company should not affect his application. The Broadcast Bureau had said the change should not be allowed without a showing of good cause. Mr. Allen said the bureau relied for evidence on a fraud suit brought against Messrs. Allen and Truhan for making misrepresentations in the sale of KBAM Longview, Wash., to Paul Wickre. Mr. Allen said he wasn't implicated in the guilty verdict. He submitted an affadavit from the general manager of KBAM (before the sale) saying Mr. Allen and his wife had little knowledge of the day-to-day operation of the station and that incorrect financial data had been given to them inadvertently.

As to a charge that Mr. Allen had not given "both sides of a pubic issue" in broadcasting editorials criticizing the Oregon State Police on his KGAY Salem, Mr. Allen said the only communication he received from the police official was a letter of denial which Mr. Allen had read on KGAY five times daily in its entirity in the same time segments the editorials had been aired. He said he received no requests for free time or other redress.

Mr. Allen's petition included testimonials to his character and to the fairness of his news and editorial policies from Sen. Wayne Morse (D-Ore.) and from former Oregon officials. Included was a statement by a former Republican state senator, Warren Gill, who said Mr. Allen is a "controversial figure" and that he had felt the sting of Mr. Allen's criticism when he was in the state legislature. But, Mr. Gill said, Mr. Allen is "a man of truthfulness, integrity and high character."

RUNAWAY FILMS

It will be part of hearing to start Nov. 27 on Hill

A House Labor subcommittee, which for months has been considering an inquiry into runaway productions by American makers of television and theatrical films, decided last week to go ahead with it.

But the subcommittee—on the impact of imports and exports on American employment—will lump it with hearings on the foreign-competition problems of 15 other industries.

The hearings will begin Nov. 27 and run for seven days. Rep. John H. Dent (D-Pa.), subcommittee chairman, said the omnibus hearings are necessary because the subcommittee is scheduled to expire Jan. 31, 1962.

Although they won't have the spotlight all to themselves, actors, musicians and technicians will have an opportunity to express their concern about alleged runaway film making.

Announcement of the hearings followed a charge by the Screen Actors Guild that the Motion Picture Assn. was seeking to block the inquiry. SAG said the association feared bad publicity might result if it developed that some companies made films abroad to dodge U.S. taxes and to take advantage of cheap labor and foreign subsidies.

MPA officials in Washington denied knowledge of any effort to block the hearings. MPA members say they make films abroad for artistic reasons, generally because of the need for foreign locales.

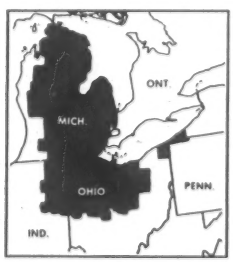
Although runaway productions at one time were the concern mainly of those in the theatrical film business, they have become an issue among those employed in making television films. During a preliminary meeting with union officials in Hollywood in September, Rep. Dent was told that in the last 10 years, 1,280 television film episodes were produced abroad for the American market (BROADCASTING, Oct. 2). In addition, the American Federation of Musicians claims that 60% of American television films are scored abroad.

Among those expected to testify at the hearings are representatives of the MPA, SAG, Screen Extras Guild, Alliance of Television Film Producers, and the AFM.

Politz study gives completely new look at radio listeners in Detroit - Great Lakes area

The 1961 WJR-Alfred Politz Study offers a completely new approach in radio research. It so well equips WJR sales representatives to pinpoint customers for your products that we warn you in advance—they're bound to get a bit aggressive. But let them. You'll find that as they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects. Prospects who buy soap and soup, new cars and used cars, pianos and grass seed. All kinds of people who buy all kinds of products.

This study is of radio listening in general and of WJR listening specifically. It comprehensively covers a 100-county four-state area, and gives an accurate up-to-date picture of the area, of its radio listening habits, of listener reaction to WJR programming. The study is of *individuals*, not households. All data refers to listeners aged 15 and over. This method makes it possible to reliably report breakdowns by age, sex and socio-economic status. It defines extent of education and whether listeners are home owners or not.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

The study compiles the total weekly cumulative audience of WJR and of 174 other radio stations mentioned. It breaks down overall radio listeners and WJR listeners by time of day, day of week, by age, by sex, by socio-economic status, and by where they listen to radio.

Equally important to advertisers, the 1961 WJR-Politz Study points up listeners' preference for WJR's news, sports news-scores summaries, sports play-by-play, farm programs, traffic conditions, news reporting accuracy, homemaker programs, farm news and market reports, weather forecasts, all-around helpfulness, public spirit, and listeners' attitudes toward the kind of advertising WJR carries.

An unusual point covered by the WJR-Politz Study is a profile of the types of music listeners prefer according to their age and sex. The music categories rated by listeners include popular music with full orchestration, popular music with small orchestration, folk music, classical music, fine music, and rock 'n' roll.

You've been fairly warned that WJR sales representatives will be not just enthused, but aggressive—and with good reason. So hear them out for your own good and for that of your sales curve as they apply the 1961 WJR-Alfred Politz Study specifically to your products and to your prospects. It will give you a revealing new look at the lucrative Detroit-Great Lakes area, served best by WJR.

We believe you'll find the WJR-Politz Study extremely helpful. So give us or the people at Henry I. Christal a call—and hear the story out. You owe it to yourself—because WJR is continuing to help advertisers toward well-grounded radio research with this completely new look at radio listeners in the Detroit-Great Lakes area.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada • Atlanta • Boston • Chicago • Detroit • Los Angeles • New York • San Francisco

GE, WBC TO FCC CARPET

They're asked to explain why licenses should be renewed, despite price fixing convictions

After several weeks of executive consideration, the FCC made public last week its investigation of the renewal applications of Westinghouse Broadcasting Co. and General Electric.

In nearly identical letters to the broadcast station owners, the commission asked for information "in the most detailed form. . ." because of criminal antitrust convictions of GE and Westinghouse Electric Co. The commission pointed out that the "numerous violations" to which Westinghouse Electric Co. and GE officials pleaded guilty "were of recent vintage, flagrant and based on persistent unlawful acts over a period of time."

Earlier inquiries had been sent to WBC and GE but last week's letters were the first that have been made public (CLOSED CIRCUIT, July 31). The investigation has been under way since early this year, when Westinghouse Electric, GE and several other companies pleaded guilty to violating the Sherman Act in conspiring to rig prices of electrical equipment.

As a result of the antitrust case, "a serious question" has arisen in connection with the pending renewal applications, the commission told both companies. The FCC, therefore, asked both licensees to submit detailed information on broadcast operations since their station licenses were last renewed —and anything else which might constitute "countervailing circumstances" that may qualify GE and WBC for renewals in spite of "the record of unlawful conduct."

Who's Responsible? ▪ In light of what has occurred, the FCC said, it is concerned "as to whether the corporate policies, procedures and organization structure [of both companies] are such as to assure proper discharge of the responsibility of top management for the operation of the broadcast stations in the public interest." GE is the direct licensee of WGY, WRGB (TV) and WGFM (FM) Schenectady, N. Y., while WBC is a wholly-owned subsidiary of Westinghouse Electric. WBC owns WBZ-AM-FM-TV Boston, WBZA Springfield, Mass., KYW-AM-FM-TV Cleveland, KDKA-AM-FM-TV Pittsburgh, WJZ-TV Baltimore, KPIX (TV) San Francisco, WOWO Ft. Wayne, Ind., KEX-AM-FM Portland, Ore., and WIND Chicago.

In addition, WBC is seeking FCC approval for the $4.25 million purchase of KLAC Los Angeles. This transaction also is being held up by the renewal problem, the FCC told Westinghouse. Donald McGannon, president of WBC, said Friday (Nov. 3) that negotiations are underway for extension of the KLAC contract, which expired earlier last week.

The FCC said that the top officials of the parent companies have the "ultimate responsibility" for operating the stations in the public interest and that officials of both Westinghouse and GE stated that they were unaware of the "flagrant and long continuing price-fixing . . . The commission is concerned that such officials may also not be familiar with, or exercise proper supervision of, the operation of the broadcast stations."

Background Established ▪ With this background, the FCC asked both licensees to state in detail and with dates of beginning the corporate policies and organizational structure designed to assure that top management exerts its proper responsibilities. Specifically, the licensees were asked to state:

(a) What broadcast policies are determined by the officers and board of the parent company; (b) procedures used to ensure that such policies are carried out; (c) methods for review of policy decisions made by lower authorities; (d) a full showing as to how policies and procedures are implemented in actual practice, and (e) any revisions of the above contemplated.

No deadline was placed on the submission of the required information but the commission requested that it be furnished "as soon as possible." Last week's letter was different from a normal public FCC inquiry for further information in that it did not include such language as "it appears a hearing is necessary to determine. . . ." The commission made no mention of a possible hearing on either the GE or Westinghouse applications.

D. C. or St. Louis?

On its own motion, the FCC last week called a temporary halt in the license revocation proceedings against KWK St. Louis, and canceled hearings scheduled to resume today (Monday) in Washington (BROADCASTING, Oct. 30). The principle issue is, in fact, whether the hearing will be held in Washington, as ordered by Examiner Forest L. McClenning, or in St. Louis, site of the FCC's presentation of its case against KWK (BROADCASTING, Sept. 18).

Pending is an appeal by the FCC's Broadcast Bureau from the examiner's ruling for a Washington hearing and a reply by KWK. The FCC also ordered that no depositions will be taken in the case until further order from the commission itself. KWK sought to take a series of depositions last week in St. Louis, Chicago and Milwaukee.

A CLOSED CIRCUIT item in the Oct. 30 issue of BROADCASTING has been interpreted as meaning that executives of the broadcasting divisions of Westinghouse Broadcasting Co. and General Electric were found guilty of antitrust violations. This was not the intent of the item, no executives of either broadcasting division were involved in the antitrust case.

McConnaughey in WSPA-TV case

George C. McConnaughey, former chairman of the FCC, was subpoenaed by the commission last week to testify in the court-remanded WSPA-TV (ch. 13) Spartanburg, S. C., case. He is expected to appear Nov. 13.

The subpoena was signed by Chief Hearing Examiner James D. Cunningham at the request of Ben Cottone, attorney for WAIM-TV (ch. 40) Anderson, S. C. WAIM-TV has protested the major facility changes of the Spartanburgh station through several FCC hearings and the courts.

Mr. McConnaughey, currently practicing law in Columbus, Ohio, was subpoenaed after testimony last week by WSPA-TV President Walter Brown about his conversation in September 1956 with Mr. McConnaughey, then FCC chairman. Mr. Brown said he spoke to Mr. McConnaughey in an effort to get the FCC to seek a U.S. Supreme Court review of a lower court remand of the case to the commission.

Mr. Brown said he was concerned because the lower court revoked the grant to WSPA-TV and accused the station's licensee, Spartan Radiocasting Co., of misrepresentation. He said a Supreme Court review was the only way this "stigma" could be removed and that "I talked to anybody that would listen to me about this decision."

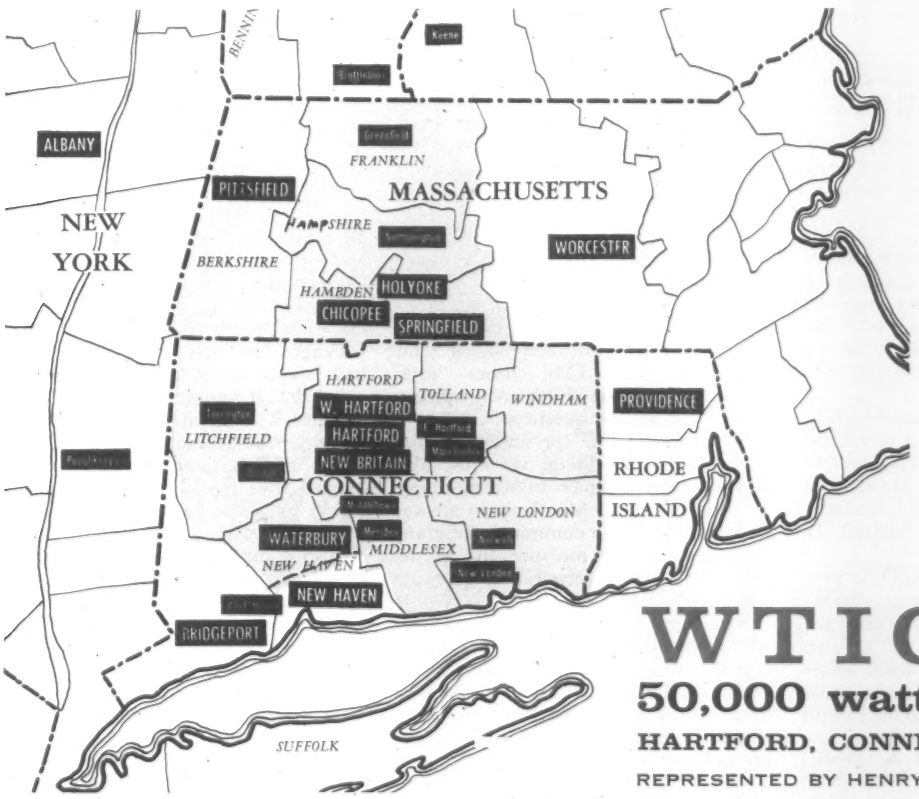
Another person he talked to about the court remand, Mr. Brown said, was Sen. Strom Thurmond (D-S. C.). He denied, however, knowing of or motivating a letter the senator wrote Chairman McConnaughey shortly after it was

Politz Study gives completely new look at radio listeners in rich, rich Southern New England

The 1961 Alfred Politz survey which measured audience in southern New England has shown a tremendous rate of growth in radio listening . . . and an even greater rate of growth in the WTIC audience. Since 1955, when Politz last surveyed the same area, the number of radio broadcasting facilities serving southern New England has grown from 104 to 120 stations. Adult radio listenership to all stations in the area has grown from 87% to 98%. During the same period, the WTIC audience has grown from 36% to 44% of all adults in the area served by 120 stations.

In specific numbers, a total of 1,438,000 adults listens to all radio during an average week in southern New England . . . and 666,000 of these listen to WTIC.

And there's more! Politz tells us that more people are listening more consistently during every time period and on every day of the week, including Saturday and Sunday. But that's a detail you'll want to hear more about from your Henry I. Christal man. May we suggest that you call him soon for details of the big Politz survey. You'll learn first-hand how well radio, in general, and WTIC, in particular, are selling the great and wealthy southern New England market.



WTIC

50,000 watts

HARTFORD, CONNECTICUT

REPRESENTED BY HENRY I. CHRISTAL COMPANY

It has to be more than a copywriter's dream

Prove it! With this implicit attitude the Federal Trade Commission has begun a new campaign against an age-old advertising dodge—the "four of five doctors recommend . . ." or the "Two out of three housewives prefer. . . ." All media are included in the attack.

This time the FTC is trying a new tack. It's writing to all companies using this copy formula and asking them to furnish proof that the claims are based on something more tangible than just a copywriter's inspiration.

The campaign was initiated by the FTC's Bureau of Deceptive Practices. It is under the direction of Charles A. Sweeny who heads the bureau staff which scans newspaper and magazine advertising and monitors radio and tv commercials.

If after analysis of the answers, Mr. Sweeny explained the other day, there seems to be little basis for the claim, the company is going to be asked to discontinue the copyline. It will all be on an informal basis, he explained, and it's expected that most advertisers will accept the suggestion when it applies to them. When an advertiser balks, Mr. Sweeny continued, the bureau will ask the commission for a formal complaint.

Key to the bureau's new approach, it's understood, is the belief that quicker action can be obtained on an informal, widespread basis than in the legalistic, time-consuming traditional method of first issuing a complaint and then holding hearings to determine if the statements are correct or not. A secondary purpose of the new system, it's presumed, is that the burden of proving a claim is placed on the advertiser; there is no need for the FTC to disprove the message.

Many of the products using the comparative, adjectival phrase are in the drug and food area, it was learned. The advertising appears in many media.

publicly stated that the FCC would not ask for *certiorari* by the Supreme Court.

Examiner Cunningham rebuffed the efforts of William Dempsey, attorney for WSPA-TV, to testify but Mr. Dempsey is expected to take the witness stand when the hearing resumes next week. The WSPA-TV record was reopened last summer for the limited purpose of taking testimony on Mr. Brown's talk with Mr. McConnaughey and the circumstances surrounding the senator's letter (BROADCASTING, July 31). Mr. Brown was the only witness in a one-day hearing last week.

Examiner favors approval of $600,000 KGMS sale

FCC Hearing Examiner H. Gifford Irion last week issued an initial decision recommending that the $600,000 sale of KGMS Sacramento, Calif., be approved. The sale was announced over a year ago but was set for hearing by the FCC on the unusual issue of whether a slight overlap between KGMS and other stations in which the buyers have interest would result in concentration of control (BROADCASTING, May 15).

The buyers are A. J. Krisik, (51.1%), Theodore Wolf (29%) A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%). Three of them own varying interests in KFIV Modesto, Calif., and all four have interest in KFAX San Francisco.

Mr. Irion pointed out that the programming formats of the three stations vary from one another and that each is designed for the needs of its own locality; that each of the three cities had other stations and that the areas of overlap are amply supplied with other broadcast primary service.

Anthony C. and Alfred A. Morici are selling KGMS.

Engineer fired after Hill inquiry

Tuschman Broadcasting Corp., licensee of WABQ Cleveland, last week fired its chief engineer for invoking the protection of the Fifth Amendment in refusing to answer questions from a congressional subcommittee about alleged Communist affiliations.

Subpoenaed before a subcommittee of the House Un-American Activities Committee on Oct. 27, (BROADCASTING, Oct. 30) Rudolph Jones denied he belongs to the Communist Party. He also answered "No, absolutely not," when asked if he had been a Communist courier while serving as a shipboard radio operator during World War II.

But he invoked the constitutional guarantee against self-incrimination in refusing to answer questions about past membership in the Communist Party and other questions about alleged Communist Party activities.

In announcing the dismissal, on Monday (Oct. 30), Tuschman said it had learned, "with profound shock and amazement," that Mr. Jones "took refuge behind the Fifth Amendment rather than answer questions. . . ."

"It is not enough," the statement said, "to avoid wrong-doing; we must also be above the suspicion of wrong-doing. . . . The refusal of Mr. Jones to answer all questions of the committee fully and frankly does not measure up to the standards of this corporation or radio station WABQ."

Mr. Jones was one of five witnesses who invoked the Fifth Amendment during the subcommittee's hearings Oct. 26-27 on infiltration into communications industry technical positions by alleged Communists. Three of the others are radio or television engineers in New York. The fourth is secretary-treasurer of the American Communications Assn.

The subcommittee plans to resume its hearings later this month. It is considering legislation (HR 6) to empower the FCC to deny radio operator licenses to persons who refuse to answer questions from federal agencies about alleged Communist activity. The subcommittee indicated it might broaden the bill to include station licenses already granted.

Court modifies decision on pro grid packages

Package tv deals for professional football games, beginning next year, received approval last week when Federal Judge Allan K. Grim, Philadelphia, set aside the order he issued last summer prohibiting this practice.

Judge Grim modified his July 20 order after Congress passed and President Kennedy signed a bill to exempt professional football from the antitrust laws (BROADCASTING, Sept. 25).

In his ruling last summer, Judge Grim held the $9.3 million two-year package deal between National Football League and CBS to be illegal. He ruled that it violated the antitrust laws because it eliminated competition.

Under the new law professional football, baseball, basketball and hockey leagues are free to sell their television rights as a package without fear of prosecution under the antitrust laws. It also includes a provision prohibiting tv blackouts of professional football games unless the clubs and the network involved agree not to telecast another game into the home area of a team playing at home. The law also provides that the antitrust exemption will be denied in arrangements providing for telecasts of pro football games Friday nights and all day Saturdays into areas within 75 miles of a college game site.

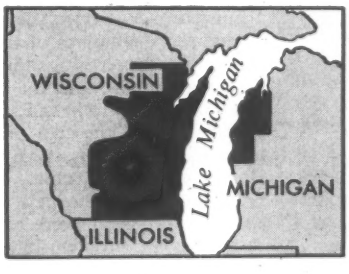
Politz study gives completely new look at radio listeners in Wisconsin area

1 out of 3

The recently completed Politz study pinpoints the listening habits of a huge Wisconsin-area populace . . . and verifies that WTMJ's listener-pulling popularity reaches far beyond its point of origin in Million-Market Milwaukee.

The Politz study involved a 45-county segment (38 in Wisconsin, 7 in Michigan) of WTMJ's vast broadcasting range. In the comprehensive poll of these counties, listeners mentioned 114 different radio stations . . . yet **one out of every three** stated that they listened to WTMJ at least once every week.

With many facts like this at your fingertips, you'll find it easy and profitable to "air" your sales messages in the lucrative Wisconsin area. For your copy of the Politz study, write Joe Killeen, WTMJ Sales Manager. Or the Henry I. Christal Co. in any of the cities below.



Shaded area of map indicates the 45-county segment of WTMJ's broadcasting range covered by the Politz study.

THE MILWAUKEE JOURNAL STATION

WTMJ

5000 WATTS—620 KC—NBC

REPRESENTED BY HENRY I. CHRISTAL CO. • NEW YORK • CHICAGO
BOSTON • DETROIT • SAN FRANCISCO • ATLANTA • LOS ANGELES

RUSH FOR VHF DROP-INS SWAMPS FCC

Interim operations threatened by number of applicants

The rush for vhf channels the FCC recently added in three markets creates a problem of boom proportions for the agency itself.

In its order adding the channels in Rochester and Syracuse, N.Y., and Grand Rapids, Mich., the FCC asked that applicants submit plans for an interim operation which would expedite a third service to the markets. But with 6 applicants in Grand Rapids, 10 in Syracuse and 11 in Rochester (as of Nov. 1, which the FCC indicated as a possible cut-off date), an interim solution to suit all applicants and the courts is difficult to reach.

An FCC spokesman indicated that comparative hearing dates will be set as soon as the staff can process the applications. After this date is set further applications will not be accepted. An order setting the applicants in Syracuse for hearing was to be considered by the FCC last week but had to be withdrawn when two additional applications were received shortly before the meeting.

Almost all applicants have requested special temporary authority to operate on the channels. Choosing just one in each market for interim operation might be almost as complicated as making the final grant.

ABC-TV, the network with which most applicants expressed a desire to affiliate, in August suggested an interim plan, certain features of which the FCC is likely to adopt (BROADCASTING, Aug. 21). The network asked the FCC to specify criteria under which it would permit interim operation and suggested the applicants in the various cities meet and work out a trusteeship for the channel in which all interested applicants would have equal shares.

Compromise ▪ Participants would have to settle upon a common transmitter site and antenna type for which the winning applicant would reimburse the trustee organization. Studios could be temporary and it is assumed the station might not operate on a full schedule according to the ABC-TV proposal.

An FCC spokesman said broadcast experience or programming during the interim period would not be considered in the hearing for the channels. "We would not expect as much in the way of programming from this interim operator as we would from a regular licensee," he added. But, he said, engineering and technical details should be the same for the interim operation as they would be expected to be for the eventual grantee, if the temporary operation is to serve the public.

With such a diversity of applicants it may well be difficult to get agreement on an equitable interim plan. If one applicant should appeal the FCC-approved interim plan to the courts the final grant could be further delayed, or indeed the start of any operation whatsoever. Consent to an antenna site which the winning applicant would "inherit" might also be hard to come by.

Eleven applications were filed last week for the three vhf channels.

For Grand Rapids ch. 13: Major Television Co. (stockholders own WCAR Detroit); MKO Broadcasting Corp. and Peninsular Broadcasting Corp. (broadcaster and theater-owner H&B Balaban Corp. has 20% holdings). Earlier applicants there: Atlas Broadcasting Co., Grand Broadcasting Co. and West Michigan Telecasters Inc. (which submitted a plan for interim operation it estimated would enable it to start telecasting within four months).

For Syracuse ch. 9: Salt City Broadcasting Corp. (The Outlet Co., licensee of WJAR-AM-TV Providence, holds 50% interest) station representative George Hollinbery and Six Nations Television Corp. Earlier Syracuse applicants: W.R.G. Baker Radio & Tv Corp., Veterans Broadcasting Co., Syracuse Television Inc., Onondaga Broadcasting Inc., WAGE Inc., Syracuse Civic Television Assn. Inc. and Ivy Broadcasting Co.

For Rochester ch. 13: Ivy Broadcasting Co. (also Syracuse applicant and owner of six radio stations), Leon Halperin, Citizens Television Corp., Federal Broadcasting System (owns WSAY Rochester and WNIA Cheektowaga) and Heritage Radio & Tv Broadcasting Inc. Earlier Rochester applicants: Community Broadcasting Inc. (which requested dual operation on ch. 15 Rochester, although similar requests have been denied by the FCC), Anthony R. Tyrone, Flower City Television Corp., Genesee Valley Tv Co. Inc., Star Television Inc. and Rochester Area Educational Television Assn. Inc.

The Joint Council on Educational Broadcasting has appealed to the court to reverse the FCC's decision not to reserve the Rochester channel for etv (BROADCASTING, Sept. 5), adding complications to that case.

West Michigan Telecasters last week asked the FCC to add to the comparative hearing a trafficking issue in relation to Grand Broadcasting Co.'s application. Both companies seek ch. 13 Grand Rapids.

West Michigan claimed that Leonard A. Versluis Sr. has become the "major principal" of Grand and that he is providing about $340,000 of Grand's $525,000 capital through direct investment and loans. West Michigan charged Mr. Versluis with holding all or part of WLAV-AM-TV Grand Rapids and WLOD Pompano Beach, Fla., for short periods of time and reselling his interests at considerable profit.

JFK praises tv debates

In New Jersey to support the candidacy of Democrat Richard Hughes for governor, President Kennedy praised the effectiveness of televised debates between candidates as "the way the people of . . . this country can make a judgment as to the competence and knowledge" of the vote-seekers. James P. Mitchell, Republican gubernatorial candidate, has refused to join in debate with Hughes, generally regarded the underdog. His refusal supports former President Truman's assertion last week that tv debates will never match whistlestops for winning votes (see story page 50). President Kennedy, however, was unreserved in his support of debates: "I am all for (them). I am going to debate . . . if I am a candidate again."

Small business group sets new hearing date

A Small Business Committee hearing on radio and television advertising opportunities for small businessmen, scheduled to get underway today (Monday), was postponed last week to Dec. 6-7. The delay, according to Rep. Dale Alford (D-Ark.), chairman of the subcommittee conducting the probe, is to permit staff investigators to develop newly uncovered evidence.

Rep. Alford last month had said the subcommittee had received complaints that radio and television stations and networks discriminate against small advertisers in the sale of prime time.

As of late last week, however, the subcommittee's witness list disclosed no one likely to make such a charge against broadcasters. The witnesses included representatives of the Television Bureau of Advertising, the Radio Advertising Bureau, and the FCC.

The commission had no prepared statement, and the two officials scheduled to speak for it, Kenneth Cox, Broadcast Bureau chief, and Hyman Goldin, head of the new research and education division, were reported ready to discuss the problem in general terms only.

Rep. Alford's announcement said that staff work, "including field investigations in various sections of the country," had uncovered new evidence and brought to light "new witnesses whose

Politz Study Gives Completely New Look at Radio Listeners in Albany, Troy, Schenectady and Northeastern New York-Western New England Area

Since the results of this authoritative study have been compiled, we have been spreading the word about this new dimension in radio audience research. At every meeting, a common denominator of basic questions are asked—

QUESTION: *"How many people were called?"*

ANSWER: They weren't called. They were personally interviewed. 1,248 adults aged 15 and over. At the conclusion of the interview they were given a diary to record their listening habits. Of these, 80 per cent were returned.

QUESTION: *"Did they know who was sponsoring the study?"*

ANSWER: No. Nor did the interviewer. Result: 111 different radio stations' call letters were mentioned.

QUESTION: *"Does this study show your market's competitive picture?"*

ANSWER: No. The published results show the picture of radio listening in general in our market and specifically the kinds and numbers of WGY listeners, where they listen, the times of day they listen and their attitude toward WGY programs.

QUESTION: *"All right then, when do they listen?"*

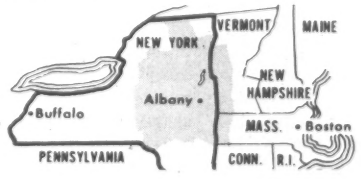
ANSWER: The study effectively refutes the traditional theory of peak listening periods. Instead, it dramatically shows the consistent size and strength of the audience throughout the week. Of particular interest is the size of the audience during evening hours and on Saturday and Sunday.

QUESTION: *"How about being more specific. For example, how many people does WGY reach between noon and 3:00 P.M.?"*

ANSWER: There are an estimated 1,322,000 adults age 15 and over in the 25 county area measured by Politz. The weekly WGY cumulative audience for the noon to 3 P.M. period is 239,000. And remember—they have a choice of 111 radio stations.

There are many more questions and twenty-seven pages of data to provide the answers. For the complete Politz study of the WGY listening area, contact the nearest Henry I. Christal Company office.

Area measured: 25 Counties in New York, Vermont and Massachusetts.



WGY

ALBANY • SCHENECTADY • TROY

A GENERAL ELECTRIC STATION

represented nationally by Henry I. Christal Co.

Senate unit to air space committee plan

An FCC-created Ad Hoc Carrier Committee's plan for developing a privately owned and operated communications satellite system (AT DEADLINE, Oct. 16) will get its first Capitol Hill going-over this week.

The Monopoly Subcommittee of the Senate Small Business Committee will hold a hearing on the plan Wednesday and Thursday, resuming an inquiry begun in August (BROADCASTING, Aug. 7). The subcommittee, headed by Sen. Russell Long (D-La.), held six days of hearings then on the public policy questions involved in the ownership and control of a satellite communications system.

Sen. Long at that time expressed apprehension that AT&T — the largest company represented on the ad hoc committee—would eventually dominate any private ownership system. Now that that committee's report has been submitted, Sen. Long said last week, his subcommittee wants to explore it and "the FCC's reaction to it."

The report, prepared by representatives of nine international common carriers, recommends the creation of a non-profit corporation to develop and operate the space communications system. The corporation in turn would be owned by the international common carriers, and controlled by directors representing the owners, non-owning users and the public.

FCC Chairman Newton N. Minow and the six other members of the commission and Lee Loevinger, the Justice Dept.'s antitrust chief, are among those scheduled to testify.

Mr. Loevinger will be the first witness on Wednesday, and will be followed by Dr. Edward Welsh, executive director of the President's Space Council; Omar Crook, counsel for Hawaiian Telephone Co. and chairman of the Ad Hoc Carrier Committee; and S. M. Barr, vice president of Western Union, one of the members of that committee. The second day of the hearings will be devoted entirely to testimony by the FCC.

testimony is expected to have a direct and important bearing on the subject of the hearings." He said the names of the new witnesses were not received by the subcommittee until Thursday (Nov. 2).

Since the subcommittee staff must "evaluate all of the new evidence," he said, "it would have been impracticable for the subcommittee to hold the hearings on the dates originally scheduled."

Neither the nature of the new evidence nor the identity of the new witnesses was disclosed. But two staff investigators are known to have spent a few days in Los Angeles two weeks ago, talking to members of the broadcast industry.

WOAI-TV not guilty of unfairness—FCC

In a telegram to the campaign manager of a Texas congressional candidate who charged discrimination by a tv station, the FCC said it felt the station had not violated provisions of Sec. 315 of the Communications Act.

One of the complaints from the manager of Democrat Henry B. Gonzales' campaign for the House from Texas in a special election was that WOAI San Antonio allocated all five-minute spots before and after newscasts to Republican candidate John Goode Jr. He charged that comparable time periods had not been offered the Democratic candidate and that the station editorialized against his candidate.

The FCC responded that WOAI-TV had answered the charges at the agency's request; that in view of time segments offered to Mr. Gonzales and rejected by him and the station's possible obligation to candidates other than those of the major parties, the FCC felt WOAI-TV had acted acceptably.

The commission said the editorializing matter remains an "open question" and reminded the station of the FCC "fairness doctrine."

Fm station seeks rules to reduce interference

Rules aimed at reducing interference between fm stations were recommended to the FCC by WKFM (FM) Chicago.

The station suggested that when Class A fm channels are assigned immediately adjoining a Class B channel, the Class B station should be allowed to increase power sufficiently to equal the power now being produced in the immediate area of the Class A station.

WKFM said stations engaged in stereocasting should be required to use an oscilloscope to read percentage of modulation to prevent "splatter" or overmodulation. The oscilloscopes would be read in conjunction with the station's regular modulation meter which should be calibrated daily.

The FCC should require stations providing background music services to restrict these transmissions to the band reserved for such service, WKFM said. It also asked the commission to prohibit fm stations from creating false effects by installing tone controls on the pre-amplifiers of their source material.

VOA power play set to tell news of bomb

The U.S. Information Agency was scheduled to turn up the volume of its Voice of America all the way yesterday (Sunday) in an unparalleled effort to break through Soviet jamming and spread the story of Russian nuclear testing behind the Iron Curtain.

USIA director Edward R. Murrow said every facility capable of carrying a signal to the Soviet Bloc would be pressed into service for eight hours of special programming. Plans called for as many as 52 VOA transmitters, totalling 433.1 kw, to carry the story over 80 frequencies, in a massive effort to smash through the Soviets' 2,000 interference transmitters.

The VOA has been broadcasting the story of the tests behind the Iron Curtain since they were begun on Sept. 1, and U.S. officials are confident that, despite jamming, many Soviet satellite citizens first heard of the Russian nuclear explosions from the VOA. The Soviet government itself has not yet announced the tests.

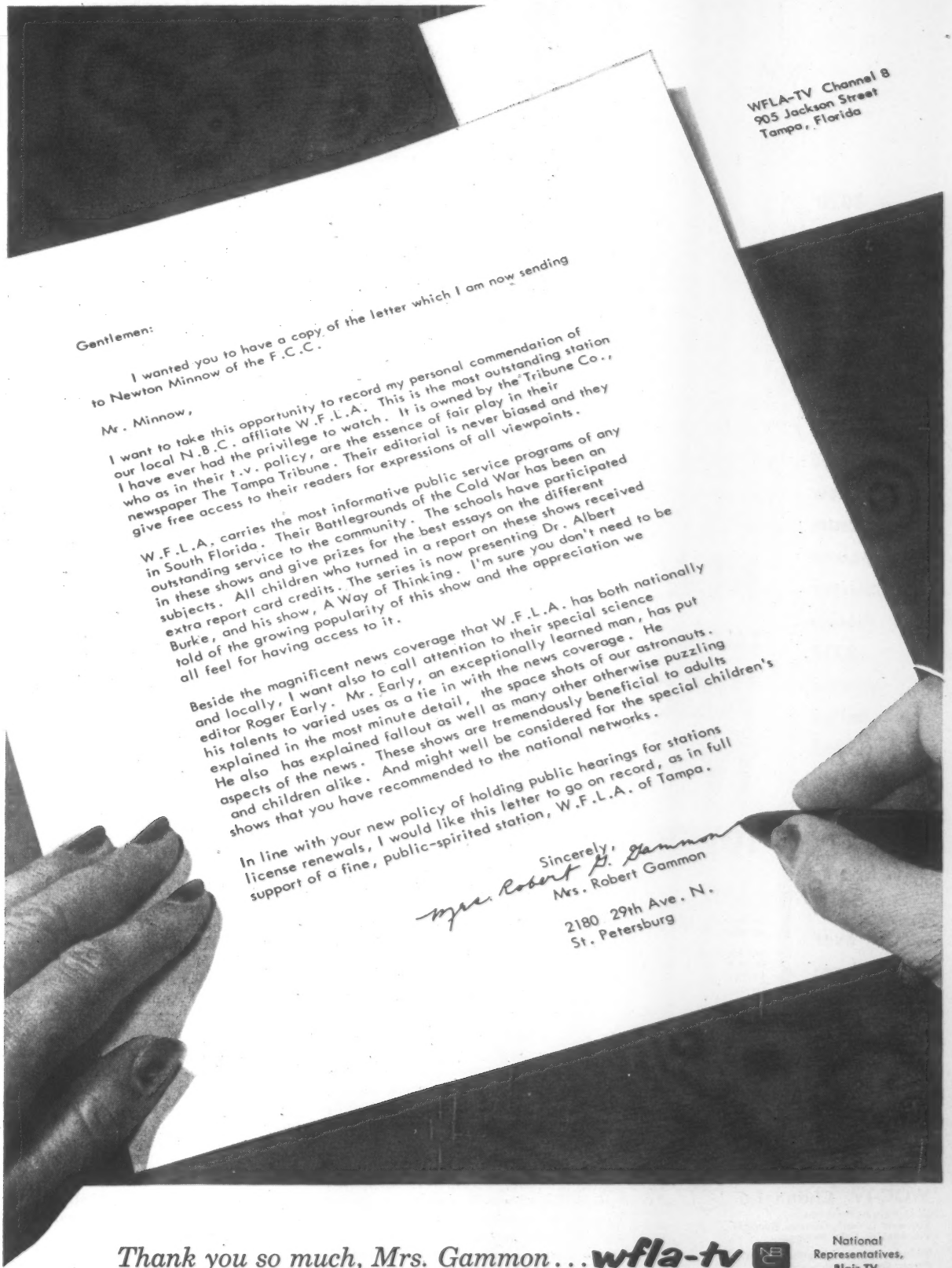
But the broadcast barrage planned for Sunday—which would be the equivalent in power output of more than 86 of the strongest U.S. broadcasting stations operating simultaneously—has never been approached.

FCC allows more time for comments on uhf

The FCC last week went along partially with broadcaster pleas for more time to comment on its proposals to aid uhf expansion, but made it plain the Dec. 4 deadline holds for comments on its proposal to delete vhf channels in eight mixed markets and make short-spaced vhf drop-ins in eight others. The deadline in the overall policy docket was moved to Feb. 2.

Several vhf stations in markets facing deintermixture asked for more time to comment in their dockets. Assn. of Maximum Service Telecasters asked the FCC to postpone comments in all proceedings until at least April 4.

WISC-TV Madison, Wis., which has previously requested an evidentiary hearing and designation by the FCC of its deintermixture criteria, last week asked for a full field study and field hearing by the FCC on the agency's proposal to delete WISC-TV's ch. 3 from Madison making the market all uhf.


WFLA-TV Channel 8
905 Jackson Street
Tampa, Florida
Gentlemen:
I wanted you to have a copy of the letter which I am now sending to Newton Minnow of the F.C.C.
Mr. Minnow,
I want to take this opportunity to record my personal commendation of our local N.B.C. affliate W.F.L.A. This is the most outstanding station I have ever had the privilege to watch. It is owned by the Tribune Co., who as in their t.v. policy, are the essence of fair play in their newspaper The Tampa Tribune. Their essence of fair play in their give free access to their readers for expressions of all viewpoints.
W.F.L.A. carries the most informative public service programs of any in South Florida. Their Battlegrounds of the Cold War has been an outstanding service to the community. The schools have participated in these shows and give prizes for the best essays on the different subjects. All children who turned in a report on these shows received extra report card credits. The series is now presenting Dr. Albert Burke, and his show, A Way of Thinking. I'm sure you don't need to be told of the growing popularity of this show and the appreciation we all feel for having access to it.
Beside the magnificent news coverage that W.F.L.A. has both nationally and locally, I want also to call attention to their special science editor Roger Early. Mr. Early, an exceptionally learned man, has put his talents to varied uses as a tie in with the news coverage. He explained in the most minute detail, the space shots of our astronauts. He also has explained fallout as well as many other otherwise puzzling aspects of the news. These shows are tremendously beneficial to adults and children alike. And might well be considered for the special children's shows that you have recommended to the national networks.
In line with your new policy of holding public hearings for stations license renewals, I would like this letter to go on record, as in full support of a fine, public-spirited station, W.F.L.A. of Tampa.
Sincerely,
Mrs. Robert Gammon
Mrs. Robert Gammon
2180 29th Ave. N.
St. Petersburg

Thank you so much, Mrs. Gammon... **wfla-tv** NBC
TAMPA - ST. PETERSBURG

National Representatives, Blair-TV

Crosley loses ch. 13 on diversification

FCC'S 1957 FINDINGS DIDN'T CHANGE—JUST ITS VIEWS

Diversification will be a word long remembered by Crosley Broadcasting Co. For it was an "additional discussion" of that term by the FCC which caused Crosley to lose its authority to operate ch. 13 WLWI (TV) Indianapolis.

The commission made public last week the text of its decision which reversed a 1957 grant of ch. 13 to Crosley and awarded the channel to WIBC Indianapolis (BROADCASTING, Oct. 30). In reversing its field by 180 degrees, the FCC left intact all its 1957 conclusions with the following notation: "The different result flows from our different view of the weight to be accorded the factors . . ." where there is a cognizable difference between the applicants.

In addition to the diversification issue, WIBC was favored in local residence, civic participation, integration of ownership with management. The two applicants were equal in several other criteria while Crosley was preferred in past broadcast record and experience—upon which much weight was given in the 1957 grant.

The diversification issue against Crosley arose because of its ownership of WLW-WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio. (Crosley also owns WLWA [TV] Atlanta which was not involved in the FCC reasoning.) "Illustrative of the concentration of broadcast interests resting in Crosley are those findings which disclose that the Grade B contours of each of the existing Crosley tv stations" overlap, the FCC stated.

WIBC and the Press ▪ WIBC is wholly owned by Richard M. Fairbanks and members of his family, who also have a 30% interest in the *Indianapolis Star* and *News*. It should be noted, the FCC said, that the Fairbanks family has the newspaper interest, not WIBC itself. "Beyond its 30% stock interest, however, the Fairbanks family has no significant voice in the affairs . . ." of the *Star* and *News*, the commission said. As a practical matter, the owner of 70% of the papers (Eugene C. Pulliam —Central Newspapers Inc.) is in control, the FCC ruled. "In these circumstances, WIBC cannot be held fully assessable with the newspaper interest in the sense of concentration of media of mass communications."

On a purely local (Indianapolis) basis, WIBC would possess a greater degree of concentration than Crosley but "this conclusion is tempered by the degree of competitive media in Indianapolis," the FCC concluded. The agency said that it is well established that competition in the dissemination of news is a pertinent factor in comparative evaluation when an applicant owns a chain of stations "in the same general section of the country."

"Against this background," the commission said, "it is our judgment that diversity of news dissemination and of program and service viewpoints will be better enhanced by grant of the WIBC application. It is true that . . . Crosley experiences widespread competition, but this consideration does not offset the demonstrated concentration of broadcast interests by Crosley in Ohio-Indiana. . . . The conclusion is compelling, therefore, that Crosley's area concentration of broadcast interests outweighs in adverse comparative effect the local concentration of WIBC."

Personnel Changes ▪ The grant to WIBC was made on a 4-2 commission vote. The majority consisted of Commissioners Newton N. Minow, Robert T. Bartley, Robert E. Lee and Frederick W. Ford, with Commissioners Rosel H. Hyde and John S. Cross favoring Crosley. Commissioner T. A. M. Craven, whose 1957 vote broke a 3-3 tie in favor of Crosley and was the basis for a successful court appeal, did not participate.

Voting for Crosley in 1957 (in what then was a four-way contest; two other applicants have dropped out since then) in addition to Commissioner Craven were Commissioners Richard A. Mack, John C. Doerfer and George C. McConnaughey—none of whom are now on the FCC. Dissenting at that time were Commissioners Hyde, Bartley and Lee. Commissioner Craven voted only after the general counsel ruled he had an obligation to break the then existing 3-3 tie.

While in private practice as an engineer, Commissioner Craven had represented WIRE Indianapolis, one of the ch. 13 applicants since withdrawn. WIBC appealed the Craven vote to the U. S. Court of Appeals because he had not heard oral argument. The court then remanded the case to the FCC and said Commissioner Craven should not have participated.

In its order last week, the commission gave WLWI until Nov. 30 to cease operations. Crosley, however, already has announced plans to appeal.

Cruelty complaint dismissed

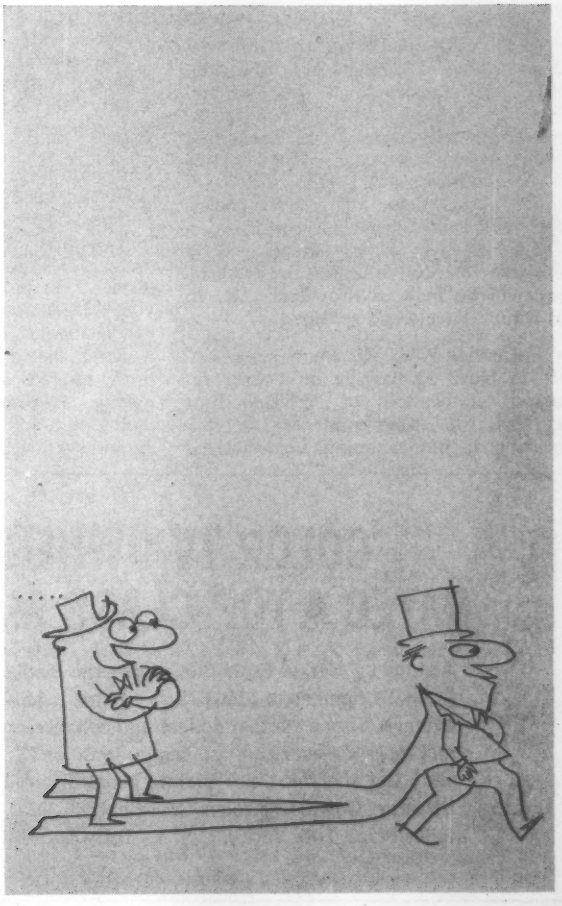
A complaint against NBC by the Humane Society of the United States —charging that its broadcast last February of the San Antonio rodeo involved cruel and inhuman treatment of

The Dangling Comparative Reaches Eastern Iowa

WMT-TV is a gasser in Eastern Iowa because it's a friendlier station, probably one of the watchingest in all hereabouts; it motivates Iowans up, from early A. to late P.M. It keeps them uppier into all hours of the dark night, brainwise. Its fatter signal is pushier down the antenna, and makes scrumptiouser pictures. *Any*one can get WMT-TV in Eastern Iowa, like Grandma used to make, untouched by human hands except all those engineerses.' It's the newsier station. It's the farmier station. It's musickier. It's dramaier. It's movier. It's footballier. It's basketballier. It's entertainmentier.

It's . . . resultier.

WMT-TVier
Cedar Rapids—Waterloo
CBS Tv for Eastern Iowa
Represented by the Katz Agency
Affiliated with WMT Radio;
K-WMT, Fort Dodge; WEBC, Duluth



animals—has been dismissed by U. S. District Judge Alexander Holtzoff in Washington. Judge Holtzoff held, in granting the NBC's motion to dismiss the complaint, that the court had no jurisdiction and that the complaint raised a question of censorship.

The Society attempted to enjoin the showing of the Feb. 19 program by claiming it violated the District of Columbia laws concerning the treatment of animals. No cruelty to animals was involved, NBC said, since the event was overseen by the Humane Society of America.

The FCC last week...

▪ Announced rulemaking which would substitute ch. 24 for ch. 66 in Erie, Pa. The proposed allocation shift would delete ch. 39 from Sharon, Pa., and ch. 28 from Flint, Mich., and would involve certain other changes. The FCC deferred action on a request by WEPA-TV Erie (ch. 66) that it be authorized to operate on ch. 24. WICU-TV (ch. 12) there asked that this request be deferred until the agency has reached a decision on whether it will deintermix the market. While deintermixture is pending, low uhf channels should not be earmarked for individuals, WICU-TV argued.

▪ Instituted license revocation proceedings against WLOV (FM) Cranston, R. I. Charges against the licensee, Neighborly Broadcasting Inc., include misrepresentations of fact, remaining silent or operating at reduced power without authorization, "willful and repeated" violations of specific rules, failure to take corrective action upon being informed of such violations, and possible financial unfitness. The hearing will be held in Providence, R. I., at a time later to be specified.

▪ Postponed from this Thursday (Nov. 9) to Nov. 30 hearing on license renewal application of WREA East Palatka, Fla. The station was set for hearing on programming, unauthorized transfer of control, and other issues (BROADCASTING, Aug. 14). The station has been off the air since February and its transmitter has been repossessed and its antenna dismantled, according to FCC records. WREA's owners, Anthony, Peter and Concetta Corrado, asked for a delay in the hearing, to be held in East Palatka, because their attorney had withdrawn from the case.

▪ Was asked by Kahn Research Labs and KVOO Tulsa to reconsider its order denying a request for rulemaking to establish am stereo standards. Both said the FCC erred in ignoring its mandate from the Communications Act to study new uses of radio. Kahn termed the FCC refusal "an abuse of discretion." It disagreed with the FCC that there is little public or industry interest in am stereo. KVOO said the FCC's order denied stereo service to that portion of the public presently beyond reach of fm stations.

▪ Was asked by the Governor of South Carolina and federal, state and local officials from that state to deny the request of Wilton Hall, licensee of uhf WAIM-TV Anderson, S. C., to delete ch. 10 (WIS-TV) Columbia, S. C., and move it to Anderson (BROADCASTING, Oct. 23). The officials claimed the operation in Anderson would be "substandard, ineffectual and limited by interference." They further charged that the facility would not serve Spartanburg and Greenville, S. C., also as Mr. Hall had said, but only Anderson.

A QUESTION OF TOO MANY SPOTS

FCC raises point in giving WESY short-term renewal

An over-abundance of commercial spots, according to FCC reasoning, and unfilled programming commitments resulted in a license renewal of only one year for WESY Leland, Miss., last week. In issuing WESY a short-term renewal, the commission charged that the station has failed to "exercise the degree of responsibility" required of licensees.

The commission noted that WESY proposed to broadcast 450 commercials weekly (86.5 hours air time) in its original application in 1957 but actually had aired 1,212 spots according to the composite week submitted in the instant application. Further, the commission said, the 1957 application proposed the following program format: entertainment, 71.5%; religious, 6%; agricultural, 2%; education, 1.5%; news, 10%; discussion, 1%; talks, 1.5%, and miscellaneous, 7.5%.

Actual performance of WESY listed in the renewal application gives the following, according to the FCC: entertainment, 63.98%; religious, 26.90%; agricultural, 0%; education, 0%; news, 9.12%; discussion, 0%; talks, 0%, and miscellaneous, 0%. Following an FCC inquiry, WESY amended its proposals to show additional programming categories and an average of 14 commercial spots per hour.

The FCC said the actual variance between past proposals and actual performance was not as "marked" as first indicated, it was of sufficient degree to negate against a three-year renewal. Furthermore, the FCC said, 14 commercial spots hourly still raise the question of excessive program interruptions contrary to the public interest.

Commissioners Rosel H. Hyde and T. A. M. Craven dissented to the one-year renewal for WESY, the 25th short-term authorization the FCC has issued in the past year.

COURT UPHOLDS CBS-TV

Decision goes against Amana in suit against CBS policy

Since the sale of a "privilege" is involved and not the sale of a "commodity," the volume discount on the sale of network television time does not violate the provisions of the Clayton Act, the U. S. Court of Appeals for the Seventh Circuit, Chicago, ruled unanimously last week.

Nor, for this reason, does the law forbid must-buys for certain owned-stations or affiliates, or the requirement that a sponsor use a specific program in which the network has financial interest, the court said.

The interpretation affirmed a lower court's ruling that dismissed a treble-damage counterclaim suit brought by Amana Refrigeration Inc. against CBS-TV. The lower court earlier had upheld a suit by CBS-TV against Amana

COLOR TV OWNERS
RATED A TOP-CLASS MARKET

A study by Market Facts, Inc. shows the median income of Color TV families is $13,123 as against a $5,417 national average. That's another dollars-and-cents reason why more and more sponsors are moving up to Color TV. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

..filmed with AURICON 16mm Filmagnetic Cameras and SOUNDCRAFT Magna-Stripe raw stock!

News-gathering services all over the world bring Talking-Pictures with "Living Sound" to America's 45 million television screens—filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft's Oscar-winning Magna-Stripe raw stock.

Magna-Stripe, Soundcraft's exclusive method of putting magnetic stripes on film, is unaffected by photo developing processes.

Using Auricon Filmagnetic Cameras loaded with Magna-Stripe raw stock, you get highest picture quality and all the advantages of magnetic tape —**with no signal loss in transfer from the original to the final print!**

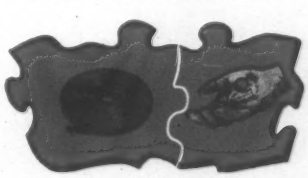
If it's news you're after, or the production of commercial and industrial sound-films, use Auricon Filmagnetic Cameras and Soundcraft Magna-Stripe raw stock—for high-fidelity results in single-system filming!

AURICON EQUIPMENT
IS SOLD WITH A 30 DAY MONEY-BACK GUARANTEE
AND A ONE YEAR SERVICE WARRANTY

Write for complete information about Soundcraft Magna-Stripe raw stock:

REEVES **SOUNDCRAFT** CORP.
Great Pasture Road, Danbury, Conn.
LOS ANGELES: 342 N. LA BREA AVENUE

"THEY GO TOGETHER"



Write for complete information about Auricon Filmagnetic Cameras:

BACH AURICON Inc.
6998 Romaine St., Hollywood 38, Calif.
SOUND-ON-FILM EQUIPMENT SINCE 1931

seeking settlement of payment claimed to be due from Amana for co-sponsorship of the *Phil Silvers Show* several years ago. Amana now can seek review by the U. S. Supreme Court if it chooses, although no decision had been made as of late last week.

The appeals court did not agree with Amana that the purchase of time and programs accurately constituted a "commodity" in the broad sense defined by the Clayton Act. Nor did the court feel the agreement was merely a "services" contract as claimed by CBS. "Although both services and time are involved," the court said, "we conclude that, in its essence, the contract alleged is a purchase by Amana of the privilege of having itself identified as sponsor of the program broadcast, and of making use of the permissible portion thereof for advertising its products."

The court explained it could not consider the sponsorship agreement in the same context as the sale or lease of a commodity, which it considered means goods, wares, merchandise, machinery and supplies under the definition of the Law. It also found no similarity with contract rights, obligations or privileges in such areas as insurance, electricity and telephone service except the intangible quality they shared.

First foreign-language tv grant

If you don't understand Spanish, you'll be rather confused by the audio signal of a new tv station in Los Angeles granted by the FCC last week. Spanish International Broadcasting Co. received a construction permit for ch. 34 on its proposal to telecast only in the Spanish language.

This is the first commission grant for an all-foreign language tv station in the U.S. and the specialized authority was given over the dissent of Commissioner Frederick W. Ford. Spanish International plans to operate with 244 kw from 2,940 ft., Mt. Wilson.

Commissioner Ford dissented on the grounds the grant furnishes a precedent for authorizing miscellaneous specialized uses of uhf. He said it will impair the FCC in its current rulemaking designed to promote the use of uhf and that it may hurt educational tv plans to use uhf in highly-populated areas.

PROGRAMMING

RKO purchases programs from CBC for U.S. showing

RKO General Inc. has acquired 21 one-hour drama programs from Canadian Broadcasting Corp. for distribution to stations throughout the country, it was announced jointly today (Nov. 6) by Hathaway Watson, vice president in charge of broadcast operations for RKO General, and A. K. Morrow, director of English Networks for the CBC.

The taped programs were carried on CBC-TV over the past two years. They will be shown on the five stations owned by RKO General after the first of the year, and are being offered for sale to other tv stations. RKO General has the distribution rights to the programs for five years.

New production facility

Producing Artists Inc., tv commercial production house, New York, has started construction of a $500,000 center for the production of commercials and feature length motion pictures.

Located on West 59th St., two blocks south of the new Lincoln Center for Performing Arts, the two full-size studios are being constructed in a former warehouse and garage, with editing rooms, a dubbing stage and the studios under one roof. Innovations include walls which may be moved hydraulically to convert the two stages into one unit representing the largest amount of midtown New York floor space available for film production.

Film sales...

9 Special Features (Seven Arts Associated): Sold to KHSL-TV Chico, Calif., and KICU-TV Visalia, Calif.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WDAF-TV Kansas City, Mo.; WICU-TV Erie, Pa., and WIS-TV Columbia, S.C. Now in 59 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WKRC-TV Cincinnati; WICU-TV Erie, Pa., and WIS-TV Columbia, S.C. Now in 111 markets.

Big Time Wrestling from Calgary (Foothills Athletic Club Ltd., Canada): Sold to KROD-TV El Paso, Tex.

Global Zobel (Telecast Productions Inc.): Sold to KTNT-TV Tacoma; KOIN-TV Portland, Ore.; KICU-TV Fresno, Calif.; and KBTV (TV) Denver, Colo.

Popeye (King Features Syndicates): Sold to Spain's government tv network. Series is now being dubbed in Spanish for showing in Spain and Venezuela.

Ripcord (Ziv-UA): Sold to WGR-TV Buffalo for John LaBatt Ltd.; WCCO-TV Minneapolis for Culligan Water Softener Dealers; WSPD-TV Toledo for Eckerts Meats; KOLN-TV Lincoln, Neb.; KGIN-TV Grand Island, Neb., and KMED-TV Medford, Ore. Show is now in 92% of top-50 markets.

Post-'48 feature films (Screen Gems): Sold to WREC-TV Memphis; WTVT (TV) Tampa-St. Petersburg; KCPX (TV) Salt Lake City; WKYT (TV) Lexington, Ky.; WEAU-TV Eau Clair, Wis.; KCTV (TV) San Angelo, Tex.; WJHG-TV Panama City, Fla.; WALB-TV Albany, Ga., and WBAY-TV Green Bay, Wis.

Supercar (ITC): Sold to Canadian Broadcasting Corp.

71% INCREASE IN NIGHTTIME COLOR PROGRAMMING

Reflecting the dynamic growth of Color TV, nighttime programming increased from 476 hours in 1960 to 815 in 1961. The big breakthrough in Color TV is here. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

HOW'S BUSINESS?

IT'S GOOD AT WWJ – BECAUSE WWJ'S ON-THE-AIR PERSONALITIES ARE ALL SOUND, BELIEVABLE, CONVINCING BROADCASTERS

Hugh Roberts with Knut and Big Mouth Baxter

smooth Les Martens

personable John Lynker

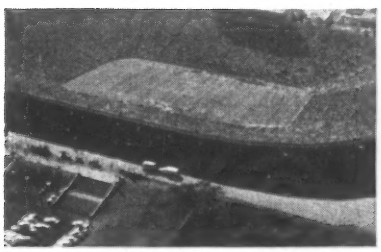
Bumper-to-Bumper Club's Bob Allison

showman Bob Maxwell

first lady of fine music Faye Elizabeth

witty weathercaster Sonny Eliot

They're supported by an unbeatable news team



University of Michigan football

Detroit Tiger baseball

. . . an average three-hour cum audience of 303,000 homes (545,000 people)* 55% women, 31% men, 14% young people, and a client list that's a who's who of advertising.

*Nielsen July-August, 1961, 4 week cum

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS **NBC Affiliate**

Benton series banned for use 6 a.m., Sundays

William Benton's Encyclopaedia Britannica Inc., a million-dollar buyer of paid advertising space in magazines and newspapers to sell its various books, plans to distribute to television stations next spring a "free" series of 13 half-hour film programs based on its 54-volume series, "Great Books of The Western World." The series is titled *Great Voices From Great Books* and stars Hans Conreid reading from the EBI volumes and discussing them with notable scholars and authorities in various fields.

The programs, while free of charge to stations, may not be sold for sponsorship, local or otherwise, and they must be scheduled in reasonably good periods. "Sunday morning at 6 a.m. won't be acceptable," one EBI source explained.

EBI also is understood to be in search of and "will pay well" for a television executive to assist in the distribution work for the new program series and in the servicing of other EBI public service and educational materials for regular network programs and local station use.

Four pilots of the "Great Voices" series already have been aired as public service programs by WBKB (TV) Chicago, EBI said. Executive producer is Jim Stewart of Television Features Inc. Mr. Stewart and his wife are principal performers on three regular WBKB children's programs. Series director is George Paul.

Tele-Sound to offer new jingle package

Tele-Sound Productions, Washington, plans to offer its best package of jingles to stations this week at Broadcast Promotion Assn.'s annual convention Nov. 6-8 in New York.

It is a package plan called Top Dog —a marketing blitz of 14 jingles, two contests, more than 1,000 personalized station prizes and numerous off-the-air promotions—which Tele-Sound says solves the problem of selling itself in an inexpensive and quick way.

The jingles run from 5-50 seconds and are custom-made for the individual station. Top Dog will be sold on an exclusive basis in each market. It has been tested for the past month at WTVN Columbus, Ohio, after seven months in the developing stage, according to Bill Devries, vice president in charge of sales for Tele-Sound.

In creating its jingles, Tele-Sound uses three basic ingredients: Music, rhythm and rhyme. "They apply to any subject," commented Mr. Devries. "We've sold everything from corn mash to a strip-tease show (at the Chase Club in St. Louis)," he added.

Unusual Opportunity for Creative TV SALES MANAGER with one of the Outstanding Companies in the Entertainment Field

We are looking for a man to head the market by market sale of television shows of outstanding quality. It is important that he has a well-rounded knowledge of TV station management, station programming, sale of non-network station time and a comprehensive knowledge of potential sponsors of spot sales locally, regionally and nationally. It is not necessary that the man we want be presently engaged in sales of this kind. The job will involve a unique custom sales job of the finest entertainment which will be made available to local stations. Remuneration commensurate with importance of job.

Box 731H, BROADCASTING

Program notes...

Ullman Inc. appointed ▪ Richard H. Ullman Inc., division of the Peter Frank Organization Inc., New York, has been appointed sales representative for Record Source Inc., New York, producer of phonograph record services for radio stations. The RHU-RSI agreement also provides that Record Source may continue selling its services to stations directly.

Country-western package ▪ Country and Western Radio, a new program and production package produced by Stars International, has been placed in distribution by Richard Ullman Inc. The new package was introduced at the County Music Assn. convention in Nashville, Tenn., Nov. 2. C&W Radio provides stations with about 1,000 programming and production aids, including special station identification themes, call letter announcements, public service announcements and many others.

Selling "Knowledge" ▪ Trans-Lux Television Corp. has been named distributor of the half-hour *Frontiers of Knowledge* series, which is being produced by the radio-tv division of Triangle Publications in cooperation with Pennsylvania U. and other colleges and research laboratories. Five films in the series have been completed on such subjects as the atom, outer space and the universe, and seven others are planned. Each program is carried once a month on the six Triangle tv stations. Trans-Lux began selling the programs Nov. 1.

Commission broadcasts ▪ WBCM Bay City, Mich., has started to broadcast live the formal meetings of the Bay City Commission as a public service to the community.

Before Christmas present ▪ SESAC, New York, has released a special package to be opened before Christmas: *Christmas Songs & Symbols,* a series of 26 five-minute radio shows containing stories and carols for the holiday season.

Programming available ▪ The Girl Scouts of the U.S.A. has available for radio and tv station programming a collection of spots, films, slides and program guests describing the organization's activities. For information about this free material, contact the local Council office.

More weather ▪ WCBI-TV Columbus, Miss., is doing something about the

ENTIRELY NEW GATES FM-10B . . . *America's Finest 10,000 Watt FM Transmitter.* Both inside and out, the new Gates FM-10B is the most outstanding transmitter in its power class manufactured today. ■ The FM-10B *sounds* good, both in the transmitter room with its soft low hum–and at the listener's receiver where the true deep high fidelity sound comes through in a new dimension of tone quality. ■ The FM-10B *looks* good, with its new advanced *shadow-mold* styling–the new look in contemporary FM design. ■ There's much more to the FM-10B story, such as the 4CX10,000D power tetrode – conservatively rated for long tube life and used in the final amplifier, the solid state rectifiers in all power supplies, the built-in remote control, improved varia line tuning, plus many more exceptional features that set this transmitter apart from all others. ■ Write today for complete technical information – yours for the asking.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

HARRIS INTERTYPE CORPORATION

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
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the all new—1961-62

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+ OLD price stands for your convenience
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Compiled, edited and written by the same staff that produces BROADCASTING—The Businessweekly of Television and Radio—serving the business of broadcasting since 1931.

* Published every September

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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name *title/position*

company name

address

city *zone* *state*

Please send to home address—

weather—broadcasting more about it. The station has signed for a 20-hour-per-day weather wire with direct connections to weather and radar stations throughout the South. The service went into effect Oct. 1.

More coverage ▪ WROW Albany, N. Y., has initiated an enlarged news operation by setting up a newsroom in the city room of the *Albany Times Union*. The new operation combines the resources of CBS Radio News, the Associated Press radio wire and the newspaper's local news department. Concurrent with the change, WROW has enlarged its news staff and increased its newscasts to 24 daily.

Talent show ▪ KFMN (FM) Abilene, Tex., devoted an entire day of its programming schedule to present "Local Talent Spectacular," a show featuring amateur and professional entertainment in the area. It was the third such spectacular the station has presented in its six months on the air.

'Thin Man' overseas ▪ MGM-TV's *The Thin Man* series, starring Peter Lawford and Phyllis Kirk, has been licensed in Italy and Spain, raising the total of foreign countries signed for the series to 11. RAI-TV Network will carry the series in Italy, Zuriguel Asociados C.A., in Spain. RAI-TV was also licensed for a total of 19 MGM cartoons.

Studio improvements ▪ Gerald Productions Inc., New York, announces the modernization and expansion of its sound-stage facilities to improve the production of tv film commercials, programs and feature films. The modernization includes flooring the studio with Monoprene, a latex compound, which cuts down extraneous noises during shooting, and the construction of a permanent cyclorama to improve lighting effect.

Exclusive contract ▪ Diana Trask, Australian-born singer, has been signed to an exclusive five-year contract with NBC.

MCA record earnings ▪ MCA Inc. reports that unaudited figures for the first nine months of 1961 show earnings rose to a record high of $11,043,266 from $9,251,346 for the corresponding period of 1960. Net income after taxes amounted to $5,353,466, equal to $1.31 per share, as compared with $4,484,-073, equal to $1.09 per share, for the 1960 period.

Sport shows back on CBS-TV ▪ *The Sunday Sports Spectacular* and *This Wonderful World of Golf*—two-and-a-half consecutive hours of sports programming—return to CBS-TV for their third winter season on Sun., Jan. 7. The two series, featuring sports events

It's PENNSYLVANIA Avenue in Washington, D.C. . . .

It's MAIN STREET in Ohio's Third Market

The President may travel Pennsylvania Avenue during his inaugural drive, but if he is feted in Dayton he'll ride down Main Street. And nowhere in Ohio's Third Market do we make any bones about the fact that so many of our main streets are called just that. ■ This doesn't suggest, we trust, that we are altogether provincial, but it does point up the fact that people are a little different here. Not better. Just different. And it explains why we take such pains to program precisely to those differences with a varied fare of facts and entertainment. With the result—and we have piles of statistics to prove it—that people on our Main Streets, and our side streets, and down our country lanes, consistently prefer our signals—on TV, on AM, on FM. ■ And, by and large, they have more spending money in their pockets (sometimes nicknamed "discretionary income") than people in any other Ohio market. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC WHIO-TV CBS Channel 7 Dayton Ohio

What they see on WJAC-TV

THEY BUY!

The more people who see your product, the more prospects for sales. And in the Johnstown-Altoona market, more people watch WJAC-TV than any other station. Both ARB and Nielsen back up this statistical fact. But more importantly, WJAC-TV turns these statistics into sales, a fact backed up by a host of happy advertisers from A (for automatic washers) to Z (for zoup). If you want people—purchasing people—pick WJAC-TV.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

COLOR CASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Nov. 6-10, 13-15 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Nov. 6-10, 13-15 (6:30-7 a.m.) **Continental Classroom,** American Government.

Nov. 6-10, 13-15 (10:30-11 a.m.) **Play Your Hunch,** part.

Nov. 6-10, 13-15 (11-11:30 a.m.) **The Price Is Right,** part.

Nov. 6-10, 13-15 (12:30-12:55 p.m.) **It Could Be You,** part.

Nov. 6-10, 13-15 (2-2:30 p.m.) **Jan Murray Show,** part.

Nov. 6-10, 13 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Nov. 6, 13 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Nov. 7, 14 (7:30-8:30 p.m.) **Laramie,** part.

Nov. 8, 15 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 8, 15 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Nov. 8, 15 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Nov. 9 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Nov. 10 (9:30-10:30 p.m.) **The Bell Telephone Hour,** The Bell System through N. W. Ayer.

Nov. 11 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 11 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Nov. 11 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 11 (4-5 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Nov. 11 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Nov. 11 (9-11 p.m.) **Saturday Night At The Movies,** part. "The Halls of Montezuma."

Nov. 12 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Nov. 12 (6-6:30 p.m.) **Meet the Press,** co-op.

Nov. 12 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Nov. 12 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Nov. 12 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

around the country, will be viewed each Sunday in the 2:30 to 5 p.m. EST period.

Information on education ▪ WTHI-TV Terre Haute, in cooperation with the Vigo County (Indiana) School System, created and produced two programs designed to keep the people of Vigo county informed about what their school system is doing. One was an hour-long presentation entitled *Know Your School Principal,* in which 65 public and parochial educational leaders were presented to the public. The other is a series of spots, exploring various facets of the Vigo county school operation.

New studios MPO Videotronics Inc., New York, has opened a Canadian branch at Lakeshore Studios, Toronto. MPO, commercial and industrial film producer, now has offices and studios in New York, Detroit, Chicago and Hollywood, as well as in Toronto.

Monograph ▪ The U. S. Secret Service announced that it has updated its monograph covering illustrations of paper currency, stamps and other obligations of the United States and foreign governments.

Benefit performance ▪ A benefit performance of "Sail Away," new Broadway show, is scheduled Nov. 14, for the New York City chapter of American Women in Radio & Television. AWRT's Educational Foundation will be one of the beneficiaries.

Public-service spots ▪ Petker's Personality Scope Co., Beverly Hills, Calif., which furnishes spots to 1,553 radio stations, announced it has put into production 30-second and 1-minute public affairs spots that are strictly non-commercial. They will be released to member stations at the rate of 80-120 spots per month.

UEC produces films for local sponsor use

Informational television programs, five and ten minutes in length, are being prepared by a new producer-distributor, Universal Entertainment Corp., New York. David Savage, UEC president, said he started the company with Alvin Sussman, executive vice president, believing that the local advertiser in tv is being "neglected."

UEC began operations with a five-minute film program on personal grooming, Ern Westmore's *Tips & Tricks,* and has started production on two taped series—*Arlene Calling,* a 10-minute woman's program, starring Arlene Francis, and *Your Seat on the Stock Exchange,* a five-minute show explaining facets of personal investment in lay language. Mr. Savage added that UEC is developing additional five-minute informational programs, one in sports instruction.

WHAT'S THE PICTURE IN THE KTIV SIOUX CITY MARKET

FROM WALL STREET JOURNAL - OCT. 4, 1961

Rural Recovery

Rising Farm Incomes Help Bring an Upturn In Equipment Buying

Help for Trucks, Appliances

Farmers are so eager for new machinery that they're haggling less over prices than they did a year ago, dealers report.

"Farmers aren't as price conscious as last year so we can get more money on a sale," says Jack Martin, who sells J. I. Case tractors and implements in Sioux City, Iowa. "This morning, we allowed a farmer $600 on the old picker he traded in on a new $2,700 model. Last year, we probably would have given him $700 for a comparable machine." Mr. Martin sold 21 tractors in August; in August of 1960, he sold seven.

The Sioux City Journal, on October 3rd, reported that department stores sales in Sioux City increased a whopping 30% in August over the previous month. This was a greater increase than was made in any other city in Iowa. Another indication that business is good in Sioux City.

KTIV — CHANNEL 4
NBC—ABC
FIRST
In Siouxland

*ARB	Area Study	Fall '58
*ARB	Area Study	Spring '59
*ARB	Area Study	Fall '59
*ARB	Area Study	Spring '60
*ARB	Area Study	Fall '60
*ARB	Area Study	Spring '61

STATION AVERAGE HOMES REACHED
(ARB., MAR., 1961)
All shows Sunday through Saturday

	KTIV	Station B
6:00 PM to 10:00 PM —	41,000	28,800
10:00 PM to Midnight —	20,200	11,500
6:00 PM to Midnight —	34,000	23,200
9:00 AM to Midnight —	21,200	15,100

More than 85% of *236,100 Siouxland TV homes lie outside of metropolitan Sioux City—emphasizing the need for KTIV Channel 4 wide range appeal.

*TV FACTBOOK 1961

KTIV Channel 4
SIOUXLAND'S TOP COVERAGE STATION
TENTH AND GRANDVIEW SIOUX CITY, IOWA

National Representatives
GEORGE P. HOLLINGBERY COMPANY
New York-Chicago-San Francisco-Los Angeles
Seattle-Detroit-Atlanta

Regional Representatives
HARRY S. HYETT CO. Minneapolis
THE SODERLUND CO. Omaha
EUGENE F. GRAY CO. Kansas City

Tv code staff studies commercial cut

STATIONS CLAIM COMMERCIAL TIME REVISIONS IMPOSE "HARDSHIPS"

The NAB television code staff has begun a study of the new tightened commercial time limitations for prime evening hours. The study was ordered by the Tv Code Review Board, meeting in Washington last week, and follows grumbling by some independent tv stations at the code commercial time revisions last June. At that time the code board cut down the allowable commercial announcement time in prime time from six minutes to four minutes per 30-minute program (BROADCASTING, June 19).

Last week's move came after a number of non-affiliated tv stations claimed they cannot afford the restrictions. One such protest was lodged at the NAB conference in San Francisco last month, by Howard Stalnaker, KPHO-TV Phoenix, who said the reduction in prime time commercial lengths would cost his station $110,000 a year (BROADCASTING, Oct. 30).

The official action of the Code Review Board was to instruct the staff to undertake a study with a view to asking for clarifying language if it's determined necessary.

The code board upheld the code staff in its interpretation of the ban on the advertising, even indirectly, of feminine hygiene products. The code staff position was taken on a plan by Mayfield Industries Inc., Fort Worth, whereby tv spots would call attention to newspaper advertisements relating to a feminine hygiene product (BROADCASTING, Aug. 14). Neither the product nor its name was to be mentioned on the air.

At the request of Code Director Robert D. Swezey, the special code board subcommittee which had been studying the preparation of an operational code manual for station use, deferred its report to permit Mr. Swezey to study the matter. The subcommittee is headed by Joseph Herold, KBTV (TV) Denver.

This was the code board's first meeting with Mr. Swezey since he was appointed to his $40,000-a-year post last September by NAB President LeRoy Collins. Mr. Swezey took over as code director on Oct. 15. His contract, which includes expenses, is for two years and provides that negotiations for extension shall begin six months before expiration.

The tv code currently has 391 stations and the three tv networks as subscribers. It also has 22 film producers as affiliate subscribers. Present with Mr. Herold at last week's meeting:

E. K. Hartenbower, KCMO-TV Kansas City, chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; Robert W. Ferguson, WTRF-TV Wheeling and George Whitney, KFMB-TV San Diego. Absent from the meeting were James M. Gaines, WOAI-TV San Antonio, and Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati. Chairman Hartenbower and some members of the board called on FCC Chairman Minow during the meeting. Mr. Minow pledged his aid in helping the board with its work.

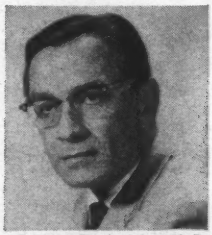
BUILD AUDIENCE • • • ADVERTISERS

WITH AWARD-WINNING ADULT RADIO

Carlton Fredericks' "LIVING SHOULD BE FUN"

Hottest adult show on radio attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years' record of successful, award-winning broadcasting.

YOU GET FIRM COMMITMENT from national advertiser to buy time *immediately on your station!*



Carlton Fredericks, Ph.D.
America's Foremost Nutritionist

These Top Stations KNOW Carlton Fredericks SELLS

WOR – New York, N. Y.
WDOE – Dunkirk, N. Y.
WJTN – Jamestown, N. Y.
WHAM – Rochester, N. Y.
WIBX – Utica, N. Y.
WWOL – Buffalo, N. Y.
WEIV – Ithaca, N. Y.
WOIV – Syracuse, N. Y.
WJIV – Albany, N. Y.
WKOP – Binghamton, N. Y.
WHAY – Hartford, Conn.
WJOY – Burlington, Vt.
WORL – Boston, Mass.
WBEC – Pittsfield, Mass.
WTYM – Springfield, Mass.
WTUX – Wilmington, Del.
WJWL – Georgetown, Del.
WJMJ – Philadelphia, Pa.
WRTA – Altoona, Pa.
WPAZ – Pottstown, Pa.
WICU – Erie, Pa.
WLW – Cincinnati, Ohio
WGAR – Cleveland, Ohio
WMOA – Marietta, Ohio
WNAX – Yankton, S. D.
WWVA – Wheeling, West Va.
WAAP – Peoria, Ill.
WCUM – Cumberland, Md.
WFLA – Tampa, Fla.
WDVH – Gainesville, Fla.
WMFP – Ft. Lauderdale, Fla.
WMNE – Menomonie, Wis.
WLAV – Grand Rapids, Mich.
WYCA – Hammond, Ind.
WPAW – Providence, R. I.
KGON – Portland, Ore.
KARR – Great Falls, Mont.
KGB – San Diego, Cal.
KABC – Los Angeles, Cal.
KFAX – San Francisco, Cal.
KJML – Sacramento, Cal.
KTHS – Little Rock, Ark.
KWKH – Shreveport, La.
KLZ – Denver, Col.
KFH – Wichita, Kan.
KPHO – Phoenix, Ariz.
KBMO – Benson, Minn.
KGAG – Austin, Minn.
KMEO – Omaha, Neb.
KVER – Clovis, N. M.
WRUL – World Wide Bdcstg.
WMUZ – Detroit, Mich.

FOR COMPLETE INFORMATION AND AUDITION TAPES, WRITE, WIRE OR PHONE . . .

CF PRODUCTIONS, INC.

1 PARK AVE., N. Y. 16 MU 5-8757

New movie approach in pay-tv fight

An unusual approach was taken by an opponent of pay television last week. Philip F. Harling, chairman of the Joint Committee Against Pay Tv and of the Anti-Pay Tv Committee of the Theatre Owners of America, urged RKO General board chairman Tom O'Neil to abandon plans for a toll-tv undertaking in Hartford, Conn., and suggested that he return to the business of making motion pictures.

Mr. Harling's remarks constituted a highly personalized plea to Mr. O'Neil to give up the Hartford project, which he called "hazardous," and, instead, to "make pictures and we will buy them for our theatres." Mr. Harling became ill shortly before a state-wide meeting of Connecticut motion picture exhibitors in New Haven last Tuesday (Oct. 31), and his speech was read by Bernard Menschell of the Connecticut Committee Against Pay tv.

Mr. Harling pointed to reports of the experience of Paramount Pictures' International Telemeter operation in Canada (BROADCASTING, Oct. 16) as bolstering his contention that pay tv is a "hazardous undertaking." He advised Mr. O'Neil, whom he called "a learned, aggressive, smart business man," to abandon the test plans of RKO Phonevision-Zenith Radio Corp. Mr. Harling ap-

INTEGRITY

...broadcast standards that are higher than the NAB code have been the policy of San Francisco's KTVU since its first telecast in March of 1958. Sponsors are assured that there will be no over-commercialization, no triple spotting, no product conflicts and the same rate card for everyone. These standards have earned for KTVU a reputation for integrity and enabled advertisers to obtain greater effectiveness and impact for their commercial messages on this station. Call H-R Television for the complete story of San Francisco's KTVU and availabilities.

The 307 foot high Campanile on the Berkeley campus of the University of California—the Nation's largest University. A San Francisco Bay Area landmark, the Campanile was built in 1914, a donation by Mrs. Jane K. Sather.

The Nation's LEADING Independent TV Station

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND

pealed to Mr. O'Neil, one-time board chairman of RKO Radio Pictures, to return to the motion picture field, in these words:

"Think it over, Tom O'Neil. Join us again. Make your pictures and we will buy them for our theatres. You won't have to fight to get customers. We are ready, able and willing to back you, when you forget this pay-tv foolishness and get back into picture making."

He advised the meeting that on Nov. 9 TOA's counsel, Marcus Cohn, will appear before the U. S. District Court of Appeals to argue against authorization of the RKO Phonevision-Zenith Radio three-year test of pay tv in the Hartford area.

50-kw WGAR going from CBS to NBC

WGAR Cleveland, a 50-kw station and a CBS Radio affiliate for the past 25 years, is switching to NBC Radio at a date to be announced. The change was made known last week in New York in a joint statement by Herbert E. Evans, president of Peoples Broadcasting Corp., owner of WGAR, and NBC's Tom Knode, vice president for station relations.

CBS Radio—through William A. Shudt Jr., vice president, affiliate relations—said the network regrets the termination of a "long-standing" network and station relationship that was termed as "pleasant," and added that the network has "every confidence that within the near future we will be able to announce a new affiliation in the area."

Mr. Evans said the station always thought "highly of CBS, but we feel that NBC Radio today provides a service better geared to our concept of community service." He cited NBC's news and coverage of world events. Carl E. George is WGAR's general manager.

It's reported that WJW Cleveland, the Storer station with which NBC Radio will terminate its affiliation, plans to operate as an independent station in the future.

A reunion for KHJ and Mutual

KHJ-AM-FM Los Angeles, which had been Mutual affiliates for 23 years when the stations decided to become independent outlets in 1959, is heading back into the Mutual lineup. Arrangements were completed last week by Hathaway Watson (r.), vice president in charge of broadcast operations for RKO General Inc., owner of the stations, and Charles W. Godwin (l.), MBS stations vice president. The stations will re-affiliate with Mutual, effective Jan. 29, 1962. Interested onlooker is Frank W. Erwin, assistant to MBS President Robert F. Hurleigh. Mr. Watson said the re-affiliation is the result of the stations' plans to implement an expansion of news and public-affairs programming.

Fulltime paid staff planned by Missourians

The Missouri Broadcasters Assn. concluded its annual Fall meeting in Jefferson City by raising its monthly dues and increasing its membership fee to $50 for the purposes of hiring a fulltime staff.

Concurrently, the MBA unanimously passed a resolution voicing opposition to the proposed FCC license renewal program forms as "tending to lead to program control and inevitably to censorship."

The group adopted a resolution calling for increased efforts on its part to win equal access for broadcasting in the city, county and state whenever possible.

In addition to electing Robert Hyland, KMOX St. Louis, president (BROADCASTING, Oct. 30), the MBA also adopted two other resolutions: (1) made it mandatory for each member station to include broadcast editorials within its program schedule; and (2) went on record as supporting the movement to secure the National Research & Training Division of the NAB to be located at the U. of Missouri.

KFMB-TV, KOGO-TV sign

KFMB-TV and KOGO-TV San Diego have signed new contracts with the American Federation of Tv & Radio Artists, giving $15 weekly increases to more than 25 staff and freelance announcers over a three-year period. The pacts also call for a 20% increase in program fees for announcers.

A Totally NEW Concept in

Radio Station Promotion

—Entirely different from anything ever offered before—

SEE IT AT THE BPA CONVENTION

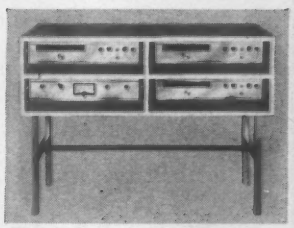
TELE-SOUND PRODUCTIONS, inc.
PENNSYLVANIA BUILDING
WASHINGTON 4, D. C.

New RCA Cartridge Tape System with "TRIP CUE"

Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. B-22, Building 15-5, Camden, N. J.



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

AB-PT's nine month profit hits new high

American Broadcasting - Paramount Theatres set a new record for operating profits in the first nine month of 1961. Estimated net operating profits were $7,580,000 or $1.78 a share, compared with $7,522,000 or $1.76 a share for the same period of 1960, according to Leonard H. Goldenson, AB-PT president.

Net profits, including capital gains, climbed to $13,758,000 ($3.24 a share) from $8,873,000 ($2.08 a share) for the first nine months.

Third-quarter estimated net operating profits were $1,866,000 (44 cents a share) in 1961 compared with 1960's $1,869,000 (43 cents a share). Net profits, including capital gains, for the third quarter of 1961 were $1,915,000 (45 cents a share) against $1,892,000 (44 cents a share) for 1960's third quarter.

Mr. Goldenson noted that third quarter results for the ABC broadcasting division were ahead of 1960 figures, despite the cost of setting up ABC-TV National Station Sales Inc., tv station sales subsidiary which services the company's five owned tv stations (BROADCASTING, July 24). In the same period, AB-PT expanded its foreign tv holdings by acquiring minority interests in two Japanese tv stations, and in a station in Manila.

In a related development, Stephen C. Riddleberger, ABC vice president for owned and operated stations, reported record fourth-quarter sales for the five ABC-owned stations in the two-month period since the establishment of the tv station sales arm. He said more fourth-quarter business was booked by Oct. 15 than during the complete fourth quarter in 1960. He predicted sales for the quarter will exceed 1960 figures by 20%.

Smith leaves CBS over news policy

"A difference in interpretation of CBS news policy"—as it was termed by CBS last week—caused a parting between news commentator Howard K. Smith and the network. Mr. Smith was chief Washington correspondent and general manager of the CBS news bureau in that city.

Mr. Smith joined CBS in 1941 as a Berlin correspondent, covered World War II in Europe and the Nuremberg Trials. He was chief correspondent in Europe for CBS until 1957, when he was moved to Washington.

It was learned last week that Mr. Smith will wind up his duties with CBS quite quickly but will remain with outstanding commitments he has on the network's *CBS Reports* (he is to appear on three specials).

For some time, questions of news policy have provided a bone of contention between Mr. Smith and network officials. The network has reportedly become increasingly concerned over what it considers his tendency to editorialize too strongly on the air.

On the Oct. 29 radio news broadcast at 8:15 p.m., Mr. Smith failed to appear in his usual commentating role, and another CBS newsman took his place. Tom C. Stix of the Stix & Gude agency, the commentator's business representative, refused to confirm or deny reports that Mr. Smith had offers from other networks, nor would he comment on what plans the newsman may have for the future. Mr. Smith's contract with CBS still has several years to run.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ WNTA-AM-FM Newark, N. J.: Sold by NTA to Bergen Broadcasting Corp. for $2.5 million (CLOSED CIRCUIT, Oct. 30). Bergen Broadcasting is a subsidiary of Communications Industries Corp., owner of WEOK Poughkeepsie, N. Y.; WACE Chicopee, Mass.; WKST New Castle, Pa., and WKST-TV Youngstown, Ohio. CIC is headed by Lazar Emanuel, and includes Blair Walliser, Paul Smallen and Charles P. LeMieux Jr. WNTA operates fulltime with 5 kw day, 1 kw night on 970 kc; WNTA-FM is on 94.7 mc with 15 kw. Broker was Edwin Tornberg & Co.

▪ KSON San Diego, Calif.: Sold by the estate of Kenyon Brown to Dan and Mike McKinnon for an aggregate sum exceeding $350,000. The Messrs. McKinnon are the sons of Clinton D. McKinnon (KOAT-TV Albuquerque and KVOA-TV Tucson, both Arizona). Terms of the purchase include payment of $100 for the stock of KSON and include notes due the Brown estate. In addition they are assuming $185,000 in obligations and guaranteeing $250,000 in notes. KSON operates fulltime on 1240 kc with 250 w.

▪ KFDM-TV Beaumont, Tex.: 33% interest sold by D. A. Cannan, C. B. Locke and associates to W. P. Hobby for $232,901. Mr. Hobby (*Houston Post*-KPRC-AM-TV) is exercising his option to purchase this interest. In 1954 he loaned Beaumont Broadcasting $55,000 and in return received this option. The loan and the option were the subject of litigation before the grant of

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Calif. Bank Bldg.
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CRestview 4-2770

the ch. 6 facility was made final. The Cannan-Locke group retains ownership of KFDM. KFDM-TV operates on ch. 6 and is a CBS affiliate.

▪ KITO San Bernardino, Calif.: Sold by estate of Kenyon Brown to KPOI Broadcasting Co. for $250,000. KPOI Broadcasting Co. (KPOI Honolulu) is headed by H. D. Fernhead. KITO is a fulltime 5 kw station on 1290 kc.

▪ KCKC San Bernardino, Calif.: Sold by Raymond T. McKenzie and associates to Joseph H. McGillvra and wife for $155,000. The McGillvras own WBIW Bedford, Ind. Mr. McGillvra was formerly in the station representation business. KCKC is 500 w fulltime on 1350 kc.

Transcontinent reports nine-month gross rise

Transcontinent Television Corp. last week declared a dividend of 10 cents per share on outstanding common stock payable Nov. 17 to stockholders of record Nov. 8.

In an interim financial report released to stockholders, TTC President David C. Moore reported that gross revenues for the first nine months of 1961 totalled $12,694,683, compared with $9,752,383 for the same period in 1960. Net income increased by 16%, to $798,341 (45 cents per share), compared to $690,967 (39 cents per share) for the corresponding 1960 period. Mr. Moore noted that the full nine-month revenues of WDAF-AM-FM-TV Kansas City were included in the 1961 figures, but only those from Aug. 18, 1960 in the nine-month 1960 figures. TTC acquired WDAF stations on the August date last year. Mr. Moore stated he anticipated earnings for the calendar year 1961 in the range of 70-75 cents per share. TTC stations, in addition to the Kansas City outlets are WGR-AM-FM-TV Buffalo, KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield and 60% of WNEP-TV Scranton, Pa.

Financial group sets Chicago meet Nov. 16

The first annual meeting of the Institute of Broadcasting Financial Management will be held Nov. 16 at the Sheraton-Chicago Hotel in Chicago.

The one-day session features key addresses by broadcasters and allied field personnel. Among them: Hamilton Shea, president of Shenandoah Valley Broadcasting and chairman of the All-Industry Television Station Music License Committee, speaking on present ASCAP relations; Hyman H. Goldin, chief of the Economics Division, FCC's Broadcast Bureau, discussing the annual report of FCC form 324 for 1961 and its changes; George W. Schiele, vice president of sales, Broadcast Billing Co., discussing Standard Rate & Data's central media accounting facility and its relation to local station billing.

WUHF programming to begin on schedule

WUHF (TV) New York, the city's (and the FCC's) new experimental uhf outlet on ch. 31, was scheduled to start programming on a regular basis at 11:30 a.m. yesterday (Sunday), even though a fire last Tuesday in a power supply transformer atop the Empire State Building threatened a postponement.

Seymour N. Siegel, director for the Municipal Broadcasting System which is operating the station for the FCC, expected repairs to be finished in time for tests to resume late Thursday last week. Earlier in the week, he released the program schedule for the first week of regular operation.

Some of the WUHF programs will be simulcasts of programs originating on existing vhf channels (2, 5, 7, 9 and 11) in New York. Other programs will be produced for and by various official and semi-official agencies offering services to the public. Still others are being produced for experimental purposes by professionals associated with commercial tv operations. These producers have volunteered their services without charge, and their programs will be aimed at an "intellectual" audience.

Jerome B. Agel, president of his own advertising agency in New York, is the producer of the station's first regular series. His first program last night (7:30-8 p.m.) was to be a shortened film version of etv's first spectacular by Mr. Agel in Chicago in 1957. It featured Alistaire Cook, Frank Lloyd Wright and Carl Sandburg. Mr. Agel's subsequent programs in the Sunday time slot will be two series presented live on alternate weeks. One will be a visual arts quiz, with "no answers, but many opinions," titled "Point of View." The second series, "The Contemporary Scene," will have two participants and a moderator.

TelePrompTer to carry fights

TelePrompTer Corp., New York, last week announced plans to carry its closed-circuit telecast of the "Double-Header" boxing card on Dec. 4 to 170 theatre locations and 100 catv systems. TelePrompTer hopes to reach an audience of 250,000 persons. The telecast will consist of two bouts on that night —the Floyd Patterson-Tom McNeeley heavyweight championship contest from Toronto and the Sonny Liston-Albert Westphal match from Philadelphia.

SOUTHWEST—Major network VHF-TV affiliate plus full time radio station. Combined annual gross $170,000.00-plus. Absentee-owned. Sale includes two buildings and 50 acres of land. Total price $305,000.00 with $60,-000.00 down and attractive terms. ***ANOTHER H&L EXCLUSIVE.***

MIDWEST—Full time radio station grossing $90,000.00-plus annually with excellent cash flow. Priced for quick sale at $105,000.00—all cash. Might consider terms at a much higher total price. ***ANOTHER H&L EXCLUSIVE.***

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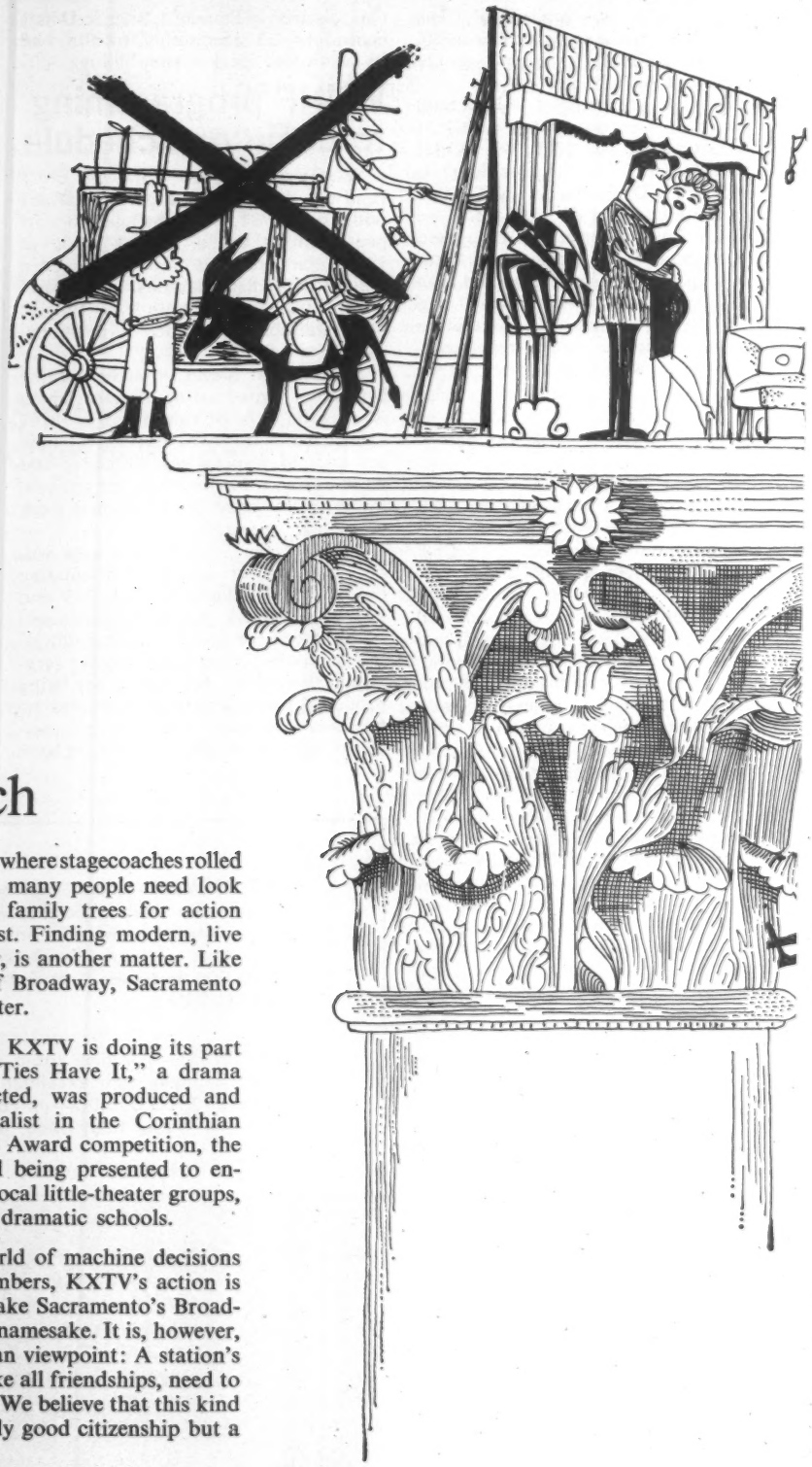


Western Without Stagecoach

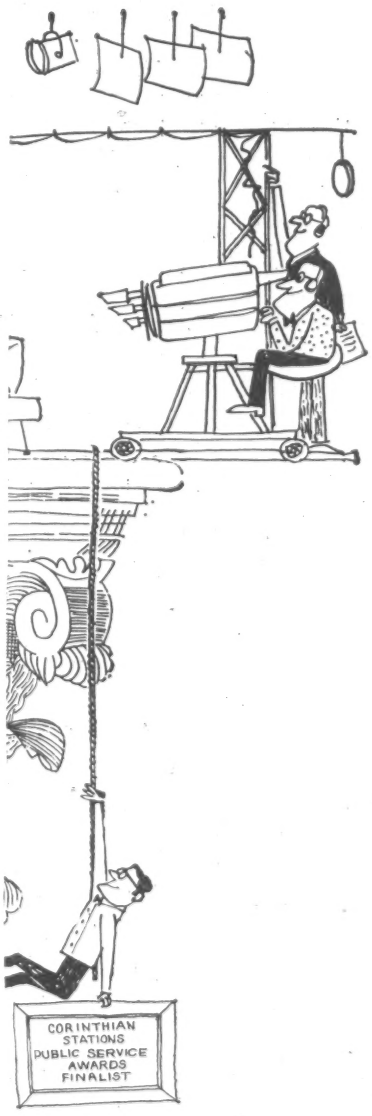
In the Sacramento area, where stagecoaches rolled and gold once rushed, many people need look no further than their family trees for action stories of the Old West. Finding modern, live dramatic fare, however, is another matter. Like so many areas west of Broadway, Sacramento has very little live theater.

Corinthian station KXTV is doing its part to remedy this. "The Ties Have It," a drama locally written and acted, was produced and aired by KXTV. Finalist in the Corinthian Stations Public Service Award competition, the show is one of several being presented to encourage local writing, local little-theater groups, local talent, and local dramatic schools.

In a computer world of machine decisions and hot pursuit of numbers, KXTV's action is hardly calculated to make Sacramento's Broadway replace its eastern namesake. It is, however, typical of the Corinthian viewpoint: A station's ties to a community, like all friendships, need to be kept in good repair. We believe that this kind of originality is not only good citizenship but a sales virtue as well.

Responsibility in Broadcasting

THE CORINTHIAN



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TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

BPA conventioneers face challenging format

STATION IMAGE, RATINGS, CONTESTS SEMINAR TOPICS

The annual convention of the Broadcasters Promotion Assn. gets underway today (Nov. 6) at New York's Waldorf-Astoria Hotel, where some 350 members are expected to attend the opening session at 9:30 a.m. By Wednesday evening, convention delegates will have participated in 17 workshops, and will have heard top experts in the business discuss ways to improve station promotion activities. To give delegates the opportunity to attend every session that interests them, most of the sessions will be held twice—in successive hours.

Following is a list in chronological sequence of events in the three-day schedule:

Monday—9:30 a.m., Official Seminar Opening Session (see above); 10-11 a.m., station image panel, Theodore Grunewald, Hicks & Greist, Frank Kemp, Compton, and Herb Zeltner, Lennen & Newell; 11-12 noon, Television in the USA; 11-12 noon, Does Radio Need a Radio Information Office?

Monday (continuing)—12:15 p.m., Joint Radio & Tv Executives Society Luncheon with James Hagerty, vice president, ABC News, as keynote speaker; 2:15-3:15, sales promotion panel, Mrs. Janet Murphy, Gumbinner; Philip Stumbo, McCann-Erickson, and Allan Silverman, Norman, Craig & Kummel; 2:15-3:15, Market Data Panel, Ray Stone, Maxon; Richard Dunne, Sullivan, Stauffer, Colwell & Bayles, and John Eckstein, Wexton; 2:15-3:15, Market Data Panel—Medium to Large—Jackie DeCosta, Ted Bates & Co.; Bill Chrisman, Lennen & Newell.

Tuesday—8-9 a.m., Regional Continental Breakfasts; 9-10 a.m., On Air Radio Promo Panel; 9-10 a.m., On Air Television Promo Panel; 9-10 a.m., Contests—One Time Only Promotion Contest Panel; 10-11 a.m., Trade Paper Relationships; 10-11 a.m., Budget Sessions; 10-11 a.m., Rating Panel, Julie Brown, Compton; Robert Boulware, Fletcher Richards, Calkins & Holden, and Frank Gromer, Foote, Cone & Belding;

Tuesday (continued)—12:15 p.m., Combined RTES-BPA Awards Luncheon; 3:30-5:30 p.m., General Business Session; 7 p.m., Publications Cocktail Party; 8 p.m., Banquet.

Wednesday—9-10 a.m., Merchandising Panel, Bern Kanner, Benton & Bowles; Bill Raidt, D'Arcy, and Helen Davis, J. Walter Thompson; 9-10 a.m., Critics Panel; 9-10 a.m., Trade Paper Advertising, Bob Lidell, Compton; Roger Bumstead, MacManus, John & Adams, and Robert Kowalski, Young & Rubicam; 11-11:30 a.m., Closing Session.

High-placed friend

When Joseph Mickey, newsman-photographer for WDAF-TV Kansas City, Mo., told the station that some film would be delivered there by a friend of his named John, other station people didn't get excited. The event Mr. Mickey had covered was a parade in Humboldt, Kan., over 100 miles away from Kansas City and far enough from major transportation centers to make shipment of the film to the station difficult. It was therefore a stroke of luck that Mr. Mickey's friend John happened to be going to Kansas City, doubly so since the parade was Mr. Mickey's first assignment for WDAF-TV and the film was needed in a hurry. But it wasn't until "John" showed up at the station with the film that his full name was learned: John Anderson, governor of Kansas.

News coverage tips given at Ill. meeting

It's time for radio stations to return to straight news that stands or falls on its own merit, Lee White, news director of KROS Clinton, Iowa, told the fall meeting of the Illinois News Broadcasters Assn. at Galesburg, Ill., Oct. 28-29. He said in many cases today the news is so interrupted by sirens, whistles and echo chambers that the listener gets a completely distorted picture of the true story.

Judge Gale A. Mathers of the Ninth Circuit Court District of Illinois at Knoxville, Ill., related his experiences of satisfactory news coverage in the courtroom without disruption of the legal proceeding. Judge Mathers said he allows tv and still photography under strict conditions which assure due process to the litigants and cited instances of photography so completely unobtrusive that no one knew pictures were being made.

Richard K. Hance, newsreel supervisor, WGN-TV Chicago, described techniques of tv newsreel film stories that tell a complete story without narration. He said such assignments require the best skills of the photojournalist.

Datatrol firm offers instant tv spot availabilities

Succor for the harassed traffic departments of tv stations—and their equally immured spot representatives —may be on the way. Station management and station representatives may be out of their paper-work prison soon.

A team of Washington, D. C., data processing specialists is almost ready to present to the tv industry a proposal for the establishment of a central, fully-automated spot availabilities clearing house—capable of reporting virtually instantaneously all day long a station's list of availabilities. The proposal will be made next month to the Stations Representatives Assn. by Datatrol Corp., a two-year-old Silver Spring, Md., firm of automation and data processing consultants.

Mr. Donaghue

The study, underway for the past two months, was made by Hugh P. Donaghue, Datatrol president, and top executives Dr. Arthur Kirsch and William Hammond. It was initiated at the suggestion of Dr. Kirsch, who until last August was research director of American Research Bureau. ARB is one of the leading tv rating services in the country.

"All signs point to the need for the service," Mr. Donaghue said last week. "We are now drawing up our presentation. This will be submitted to several friends in the station, spot rep and advertising agency field, and if they approve, we'll make a firm offer to the industry."

Datatrol acts only in a consulting and advisory capacity; it is not involved in selling equipment.

Sea of Paper ▪ The focus of the clearing house idea, Mr. Donaghue explained, is to overcome the mass of paper-work which is overwhelming both stations and spot reps in their attempts to keep current on time availabilities.

The time has come, the automation expert emphasized, to put computers to work on this subject—or see stations and their reps sink under the paper sea.

Mr. Donaghue thought the result would be to make available many opportunities, heretofore lost, for for the sale of spots. At the present, he noted, availabilities aren't known to rep salesmen and advertising agencies for two or three days after they open. And, he added, in many instances spot rep salesmen will sell a time segment during the day only to discover it also has been sold by another salesman from his office to another client.

End to All That ▪ It is all of this that the processing center is tailored to overcome, Mr. Donaghue stated. Basically, he concluded, it is similar to the automated reservation system used by airlines.

Present calculations indicate on a rough scale, that the system could be inaugurated for about $3 million-$4 million. General estimates indicate that it could be undertaken with 40% of the existing operating tv stations as clients. Charges would run $500 to $1,000 a month for each station. If the equipment is leased, the initial capital requirement can be reduced substantially.

Under present plans, stations would continuously supply availabilities, adjacencies and ratings. These would appear in the offices of their spot representatives. Orders for time segments would be forwarded to stations by their reps, also on a continuous basis.

Lead Time ▪ If the project is approved, Datatrol is prepared to get a pilot operation going within six months and have the complete system in full operation within a year. Datatrol estimates it has already invested $10,000 in the study.

The 30-man Datatrol Corp. was founded in 1959. It serves as data processing and information storage and retrieval consultant to such firms as Remington-Rand, AT&T, Dun & Bradstreet and the U. S. Army. Its business is now at $750,000 a year. Last July it issued 60,000 shares of stock to the public.

WBC donates fm outlet to Portland educators

Westinghouse Broadcasting Co. last week gave away one of its fm stations.

WBC's KEX-FM Portland, Ore., was offered as a gift, subject to FCC approval, to the Oregon State System of Higher Education. Governor Mark Hatfield of Oregon accepted the station from Donald H. McGannon, WBC president, at a public dinner in Portland. Speaking in behalf of assembled board members, Gov. Hatfield accepted with "great gratitude" and emphasized the past need for "a radio outlet in the state's most populous city to complement the Portland educational tv channel."

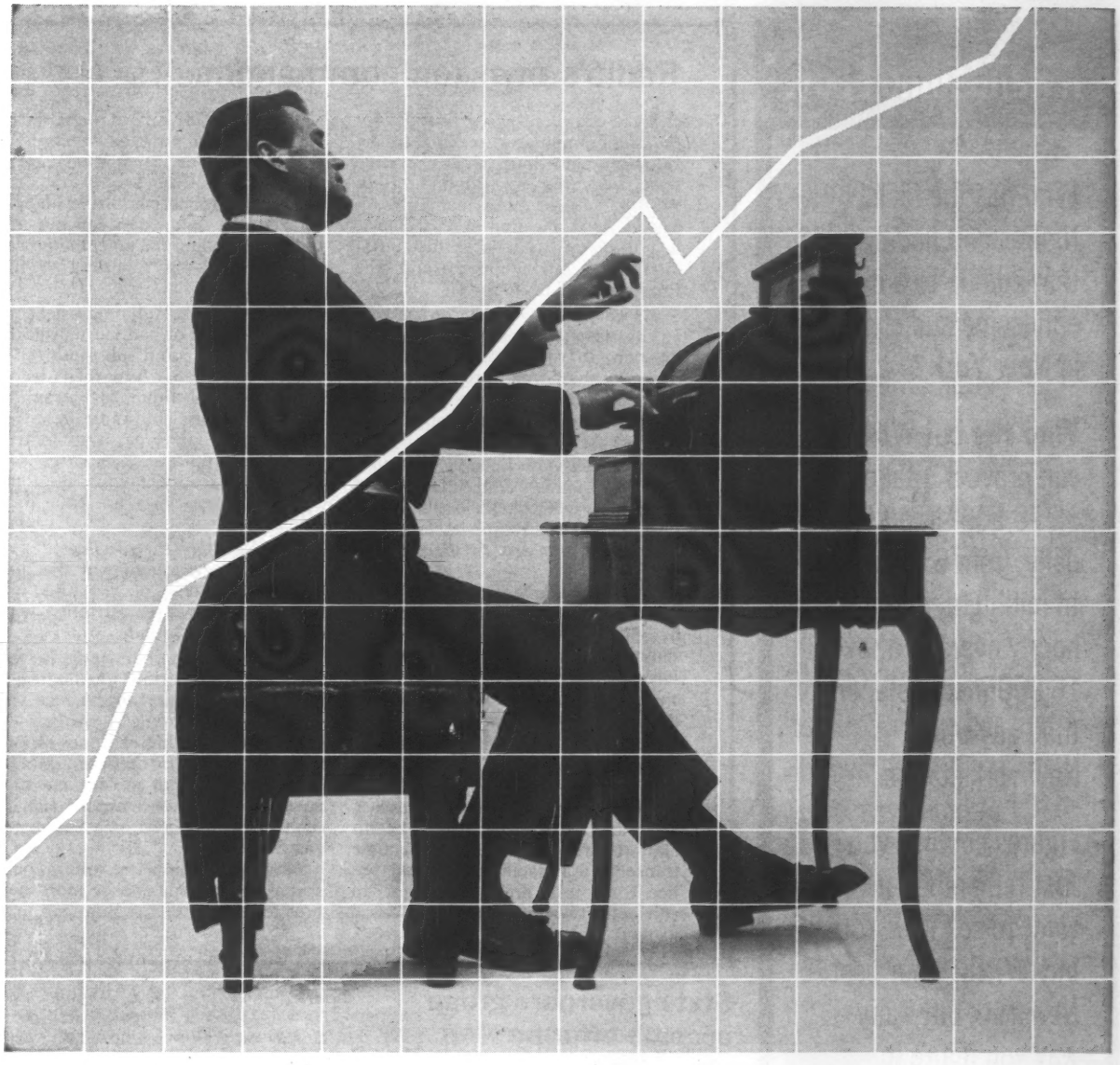
In making the presentation, Mr. McGannon noted "WBC's long association with educational radio and television systems, as well as with the National Educational Assn." He added: "the opportunity to reach both the in-school audience and the adult audience after graduation is one of the great and unique challenges of the future. We hope that this grant of fm facilities will contribute to these circumstances in the educational system of Oregon."

The gift includes equipment and studio facilities, as well as the license. KEX-FM, which duplicates KEX programs, operates with 56 kw on 92.3 mc. Upon FCC approval the station will operate under the general extension division of the OSSHE.

WBC's remaining fm outlets are WBZ-FM Boston, KDKA-FM Pittsburgh and KYW-FM Cleveland.

DAYTIME COLOR TELECASTS ALMOST TRIPLED

Daytime Color programming has mushroomed from 306 hours in 1959 to 815 in 1961. No wonder the big switch is to Color TV. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900



Good Music* rings up sales in Southern California over KFAC AM and KFAC FM

*two stations for the one price

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

A Handsome Fact:

Who has the facts, figures and findings that add up to a most handsome audience in **New York?**

Who else but **WINS** can prove a total of 3,770,500* impressions daily, from 6:00 a.m. to midnight, or an hourly average of over 16,000 more listeners than any other New York station.

Figures confuse you? Just remember: if you want to sell New York, buy **WINS.** Your best New York buy—any way you figure it.

Call WINS at JU 2-7000

*PULSE—Aug., 1961

Radio's own ten commandments

Some common sense principles for the station manager seeking to develop a sound, long-range operation were suggested by Elmo I. Ellis, WSB Atlanta, at the Alabama Broadcasters Assn. meeting in Tuscaloosa. A portion of his talk, entitled "Radio's Ten Commandments and The Promised Land," follows:

1. Thou shalt operate at a profit.

That means running your business in such a professional and skillful manner that you are financially sound and immune from the danger or temptation of the quick-buck, the fly-by-night advertiser, the shady per inquiry deals, or the cut-rate, cut-throat competition that cheapens the air waves in so many communities.

2. Thou shalt broadcast the needs, desires and interests of the community.

This implies integrating your radio station into the community so that it reflects the thinking of your citizens—their problems and how to solve them—what people are doing, and saying, and how they feel on matters of general interest.

This also means undertaking to make your community a better place to live by promoting good schools, modern hospitals, sound churches, clean and spacious parks, fine health and welfare organizations, adequate transportation facilities, a good police force and fire department, an efficient city administration.

3. Thou shalt report the news of the world with truth and honor.

Our history as a communications medium is relatively such a brief one that many broadcasters have not yet realized the full extent of our responsibility—and the potential power we command—as reporters of the news.

Otherwise, we would not hear so many examples of bad journalism on the air. There is no substitute for a trained newsman. And there is no satisfactory substitute for accurate, authoritative, reliable radio news reporting. A teletype sound-effect won't cover up a hack reporter . . . and rip-and-read techniques do nothing to localize news for your own community.

4. Thou shalt be original.

This is a commandment that too few broadcasters obey. And unhappily the airwaves are filled with a sameness of sounds.

If you think your staff is too small—and your time too limited—for developing new ideas, let me show you how simple it can be.

Take a magazine or a newspaper and see what's on people's minds. There are oodles of subjects but suppose you decide on a simple subject such as "The Secrets of a Successful Marriage."

Now with this idea, you're only a step away from one or more new broadcast creations. You can call

State governors group accepts offer by NAB

The Council of State Governments has accepted a broadcasting industry offer of nationwide radio and tv cooperation in publicizing the problem of juvenile delinquency and efforts to combat it.

The acceptance of the offer, made to the nation's governors by NAB President LeRoy Collins, was taken during the governors' conference on delinquency and youth crime held Oct. 20-21 in Denver. The group, headed by Colorado Gov. Steve McNichols, voted to submit recommendations to the next meeting of the National Governors' Conference, to be held in Hershey, Pa., next spring. Mr. Collins is a former governor of Florida and a past chairman of both the National and the Southern Governors' Conferences.

The Collins proposal was outlined to the Denver meeting by Howard H. Bell, NAB vice president for industry affairs.

He suggested a "broad-scale informational program, organized by this committee and including other interested groups, to bring all the facts to the American people." The committee agreed to invite other informational media to join in the effort.

The basis of Mr. Bell's talk was that no correlation has been shown to exist between juvenile delinquency and radio-tv, newspapers, magazines or paperback books. He also emphasized that both radio and tv have their own codes which are aimed at combatting programs which might have an injurious effect on young people. What is needed, Mr. Bell suggested, is basic research to determine the causes of crimes by youths.

Taft net income up

Taft Broadcasting Co. had net revenues of $4,894,030 and net income of $744,188 (48 cents per share) for the six months ending Sept. 30, 1961, Hul-

wives and husbands and talk with them on the phone about their "Secrets For a Successful Marriage." . . . You may invite guests into your studios or go out with a tape recorder. . . . Do an editorial on the subject. The possibilities go on and on.

5. Thou shalt Not covet another broadcaster's programs or personalities.

Radio is the one medium where stations sell harder against one another than they sell against newspapers, magazines, television and other competitive media. It's a senseless type of warfare and it's harmful to our profession—but still we do it.

6. Thou shalt protect and defend the Radio Industry.

I think membership in an association is one indication of a broadcaster's concern for his profession. Membership in NAB, and subscribing to the Radio Code are other ways to show interest and cooperation. Every broadcaster should be eloquent and evangelical in explaining, defending if necessary, and promoting broadcasting and the broadcaster's rights to the audience, to advertisers, and to government officials.

7. Thou shalt cherish the right to be wrong.

This one sounds a bit tricky. It isn't intended to be. We all make mistakes. From them we learn and profit. But in order to make mistakes we must be willing to experiment. Maintain a creative climate among your staff members. Preach to them that no idea is ridiculous or silly. Respect listeners' opinions too.

8. Thou shalt make radio a partnership with the public.

This seems so obvious, doesn't it? But think how many radio stations are blasting out their news-and-music, hour after hour, down a one-way street. Allow listeners to participate actively in the planning, programming and production of your broadcasts, so they will be involved in every moment of your air-time.

9. Thou shalt love thy audience as thyself.

Practice the Golden Rule. Do unto the listener what you would have the listener do unto you.

I believe if we sincerely try to live up to this precept—if we make ourselves sit down and listen to the programs we expect our listeners to accept—then we will remove from the airwaves the cheap, the suggestive, the inferior specimens of music, news, commercials, and other program material.

10. Thou shalt broadcast with pride.

It's time we lifted our heads and walked side-by-side with the other sparkplugs of the town. Our newsmen should demand and deserve the same respect as newspaper men. Our announcers should be civic, church and school leaders. Our stations should be spokesmen for enlightened thought and progressive movements. Our industry should insist on the same rights and privileges and freedoms enjoyed by other media.

bert Taft, president, reported to stockholders. This compares with net revenues of $5,350,221 and net income of $705,834 (46 cents per share) for the same six months in 1960. The 1961 figures reflect operations of Cincinnati Bowl Inc., acquired June 22; the 1960 figures reflect operations of WBIR-AM-FM-TV Knoxville, sold on Jan. 3. Earnings per share are based on 1,539,162 shares outstanding as of Sept. 30, 1961. The board of directors, meeting Oct. 17, voted a quarterly dividend of 10 cents a share, payable Dec. 14 to stockholders of record on Nov. 15.

WHDH-TV aids WGBH-TV

WHDH-TV Boston is assisting WGBH-TV, the etv station there, ravaged by a $1 million fire Oct. 14, by letting the educational station use WHDH-TV studios and equipment during repairs.

WHDH-TV gave air time (15 of 32 spots in Class A time) to solicit funds for WGBH-TV. Other area stations and organizations also lent support to the fire-damaged station (BROADCASTING, Oct. 23).

Kansas group opposes liquor ads on radio

Hard liquor advertising should not be accepted by Kansas stations, according to a resolution passed Oct. 31 by the board of the Kansas Assn. of Radio Broadcasters. KARB reminded its membership that radio traditionally has refused liquor ads, the acceptance of which violates the NAB radio code.

The KARB board also voted to sponsor a statewide teletype network to provide more weather and highway information for member stations. A project for a demonstration of unobtrusive coverage of a court proceeding was approved. KARB also voted two full scholarships for radio majors at state schools to encourage training of qualified students interested in broadcasting careers.

A Beautiful Bulletin:

Who adds up blondes, brunettes and redheads of all ages, interests and incomes?

Who else but **WINS** can add them up any day of the week, Monday through Friday, starting at 6:00 a.m. and ending at midnight, and get a beautiful total of more than 1,500,000* impressions–or an average per hour of over 83,000 women who are dialed to **1010.**

Remember, to sell women in and around New York, you'll find them waiting to be won on **WINS.**

Call WINS at JU 2-7000

*PULSE–Aug., 1961

Record payment is upheld in treaty

An international treaty which contains a provision that record companies be paid when their records are used on radio or tv stations was adopted by a 20 to 8 vote at a 38-nation conference in Rome Oct. 25. The conference approved an international agreement protecting the rights of performers, record makers and broadcasters (BROADCASTING, Sept. 25).

In the vote on the crucial Article 12 requiring broadcasters to pay record makers, nine countries abstained, including the United States.

The agreement, which must be ratified by at least six countries before it becomes effective, does provide, however, that each country may reserve honoring any section of the document with which it disagrees. This can be done by filing the exception with the United Nations. In this case, other countries are not required to honor the particular provision with respect to the nationals of the country which has exempted itself.

The convention gives performers the right to prohibit use of their work without their consent, and the producers of recordings the right to prevent reproduction of their work without consent. This right is also given to broadcasters.

The conference began Oct. 10 and finished Oct. 26. It was held under the auspices of three international organizations: International Labor Office, United Nations Educational, Scientific & Cultural Organization and International Union for the Protection of Literary & Artistic Works. A draft convention was drawn up at a meeting in The Hague last year, and was circulated among all nations prior to the Rome meeting.

Representing the broadcasting industry at last month's Rome meeting were Robert V. Evans, CBS, and Harry R. Olsson Jr., NBC. Sydney M. Kaye, BMI, and Herman Finkelstein, ASCAP, were also among the advisers to the official U. S. delegation which was led by Abraham L. Kaminstein, U. S. Register of Copyrights.

The hard sell is going to Japan

Rosser Reeves' *Reality in Advertising,* a personal advertising credo, which has sold more than 30,000 copies, is being translated into Japanese. Above, Mr. Reeves, who is Ted Bates & Co.'s chairman of the board, discusses the book with Japanese advertising and broadcast executives. They are (l. to r.): Masami Takeda, Orikomi Kokoku-sha Ltd.; Shoichi Tomoda, president, Daiichi Tsushin Sha Ltd.; Eiji Okuda, Nippon Broadcasting System Inc.; Mr. Reeves; Mikio Mori, executive director, Chuo Senko Kabushiki Kaisha; and Soji Suzuki, president, Showa Tsushin Ltd. Japan has commercial and government radio-tv.

Third German tv network to start in October 1962

Oct. 1, 1962 has been set as the starting date for West Germany's third television network. The network will televise from 30 transmitters throughout Germany in the uhf bands. Like its two predecessors, one uhf, one vhf, it will be operated on a generally noncommercial, public-institution basis.

Ultimate responsibility for the new network rests with the television committee of the German Laender (federal states), under whose auspices a 66-man board will be set up to administer the network. The board will be made up of members of the Laender, the Bonn government, religious groups, and labor and management associations. A contract has already been concluded between the television committee and the firm Freies Fernsehen GmbH., by which the company will provide recording and technical equipment for the network, and also make available to it the firm's large film and tape library. A production staff for the network has been set up in provisional headquarters in Mainz, and it is expected that all personnel appointments will be made soon.

Commercial spots have made only a small dent in the largely non-profit operation of German tv, which is controlled regionally by semi-official groups. But West German advertisers spent about 110 million deutschmarks ($27,500,500) during the first half of this year for television spots, a rise of 64.4% over the same period last year. The increase in spot sales has been sparked by the textile manufacturers, whose tv budget for 1961 is 50% more than it was last year. Though neither local programs nor local commercial tv is yet available for sponsorship, German retailers plan to associate to buy time on regional and national hookups for a general promotional campaign.

Despite the over-all increase in commercial revenue, the third network will not be supported directly by it. Rather, the network will be financed mainly from monthly set-license fees, now averaging about $1.25.

News of the third network has added greatly to the already established trend toward uhf sets. Tuners for uhf are now standard with all German models, and

CORRECTION

BROADCASTING is sorry for the unintentional typographical errors made in the National Academy of Broadcasting advertisement that appeared in the BROADCASTING 1961-62 Yearbook, page F-16. The correct advertisement appears below:

PROFESSIONAL CLOSED CIRCUIT OPERATION

Successful placement of men & women for 27 years.

RESIDENCE, CORRESPONDENCE, SELF-STUDY available

ALICE KEITH, PRESIDENT, former Director of Education, RCA . . . 1st Broadcasting Director, CBS American School of the Air.

NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th St., N.W., Washington 10, D. C.
DEcatur 2-5580

vhf-only sets are selling at greatly reduced prices in a temporarily fallen market.

Television receiver sales have fallen off drastically from last year because of momentary saturation. During the first eight months of this year, West German set production was cut back by some 130,000 units from the corresponding 1960 level. Manufacturers expect business to return to normal as soon as last year's over-production has been absorbed. This, they estimate, will be by early 1962.

$114 million billed by Canada radio-tv

Last year sponsors spent $58 million on Canadian television advertising and $56 million on radio advertising, according to a report by the Dominion Bureau of Statistics, Ottawa. After deducting agency commission and production costs, stations received $36,014,000 from tv advertisers, $47,510,000 from radio advertisers.

Of the tv income $23,405,000 went to independently owned stations, $12,609,000 to Canadian Broadcasting Corp. owned stations. On radio, independent stations took in $46,000,000, CBC stations $1,510,000.

Canadian group airs sales tax problems

Sales, surveys, personnel training, the sales taxes on tapes, the future of color television and frequency modulation were discussed at the annual meeting of the Central Canada Broadcasters Assn. at Hamilton, Ontario, Oct. 29-31. Advertising agency executives from Toronto attended a panel session Monday on "Meet the Buyers," in which broadcasters aired problems with sponsor representatives.

The regional Assn. of English Language Broadcasters of Ontario and Quebec provinces asked the Canadian Assn. of Broadcasters to further investigate the possibility of relief from the 11% federal and 3% Ontario sales taxes on taped shows. The tax could run as high as $40,000 annually for some television stations.

John Moore, CHLO St. Thomas, Ont., succeeded R. E. Misener, CFCF-TV Montreal, Que., as president. Others elected: William McGregor, CKCO-TV Kitchener, Ont., first vice president; Gordon Keeble, CHIC-AM-FM Brampton, Ont., second vice president; W. D. Whittaker, CHML Hamilton, Ont., secretary; Gordon Garrison, CKLB-AM-FM Oshawa, Ont., treasurer; F. A. Bestall, CKCY Sault Ste. Marie, Ont., and Stuart Griffiths, CJOH-TV Ottawa, Ont., directors.

Next year's meeting will be at Toronto, Oct. 15-17. It will be combined with a meeting of engineers of member stations.

EQUIPMENT & ENGINEERING

TWO RADIO ALERTING DEVICES READY

Philco, Moore attachments automatically warn of attacks

Two methods of using radio receivers to warn the public of impending attack, even when the sets are "off," have been made public.

Philco Corp. last week demonstrated a robot alerting device which causes a battery-operated radio receiver—even one turned "off"—to sound a siren-like warning when activated by a 37-cps tone over regular broadcasts.

A. N. Moore, a Richmond, Va., inventor, announced that a patent has been issued for his device which would permit any radio receiver to be triggered to full volume when activated by the official 1,000 cps Conelrad tone and tuned automatically to one of the Conelrad am frequencies, 640 kc or 1240 kc. The method by which this would be done was not explained.

The Philco device is called "Silent Sentinel." It is a small circuit that can be incorporated into all battery-operated transistor radios at a cost of less than $10, Philco officials said. Broadcasters would have to add to transmitters a circuit that will cost less than $100, it was explained. This is for generating the 37 cps tone, using 10% modulation of the full broadcast signal.

The 37 cps tone triggers battery-operated receivers into an "on" condition, alerting the radio set owner to the fact that a Conelrad or other emergency alert has been ordered. Use of this system would require a change in FCC standards to permit the use of the 37 cps tone in broadcast signals.

Philco proposes this system for transistorized battery-operated sets, because the conventionally powered receiver is not built to be in an operative condition 24 hours a day over long periods of time. In the "Silent Sentinel" method, the rf stage of the receiver is continuously on and monitoring a broadcast, even though the rest of the set is "off."

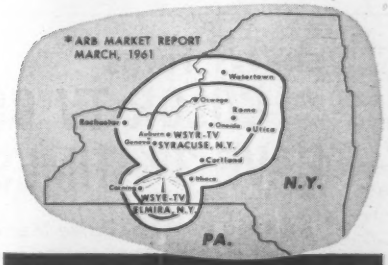
For pocket transistor radios, Philco showed a stand which incorporates the alarm device. This can be plugged into a regular power line, it was explained, so that the penlight batteries in the picket receiver can be recharged during the non-use periods. Batteries in pocket transistor radios could then remain usable for a minimum of six months, it was predicted.

Radio Alarm ▪ The Moore device is a transistorized circuit which would, upon receipt of the 1,000 cps Conelrad tone, turn any radio on to full volume and also switch it to the Conelrad frequencies. Mr. Moore said the system can be built into both am and fm radios at the factory, or adapted to all present sets. It could also be attached to a tv set, he said.

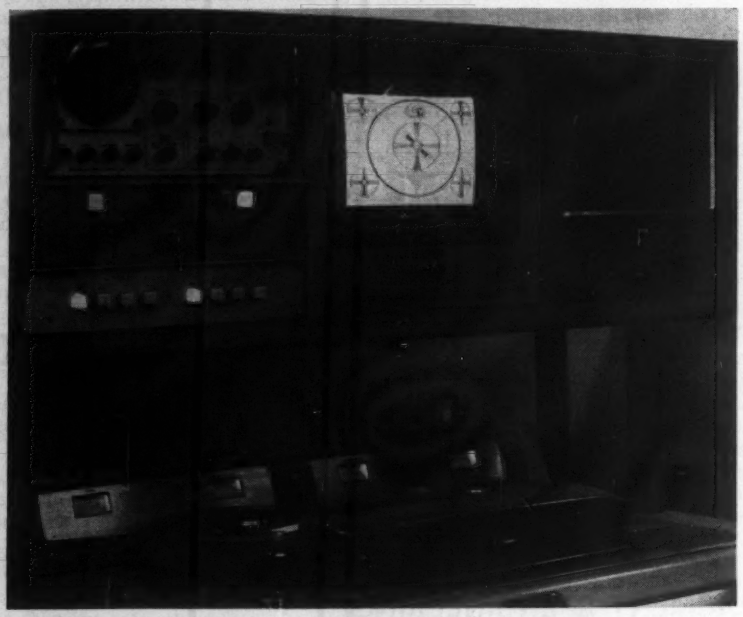
The device, Mr. Moore estimated, could be sold for less than $10, with an installation charge of about $3. Production could begin in 90 days, he said.

The Philco and Moore devices are the latest in a series of proposals to use radio as part of the public warning service. A similar tone-actuating system over power lines is the heart of the National Emergency Alert Receiver (NEAR). This is a device plugged in-

OVERWHELMINGLY
THE LEADER* IN THE SYRACUSE MARKET
WSYR-TV
DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR



WSYR • TV
NBC Affiliate
Channel 3 • SYRACUSE, N.Y. • 100 KW
Plus WSYE-TV Channel 18 ELMIRA N.Y.
Get the Full Story from HARRINGTON RIGHTER & PARSONS



Ampex's 'Electronic Editor' eases vtr use

Two major criticisms of video tape have been that you can't edit it without cutting and splicing, and you can't produce animation on tape.

To meet these criticisms, Ampex has introduced its Electronic Editor, a box of electronic gear that fits into the vtr rack within easy reach of the operator, who can now electronically insert or add new material to a previously recorded tape by pushing a button, without any physical cutting or splicing. Moreover, the Electronic Editor enables the assembly of a number of short items into a sequential program with no restriction as to the time or location of the assembly process. The material to be inserted in or added to the tape can come from any video signal source: live, film, tape or slide. It can come from a station studio, a network, a remote location or a mobile unit.

Many broadcast engineers have achieved a high degree of perfection in cutting and splicing, producing tapes whose splices are speedily made and can be played without a trace of rollover. But there are numerous vtr operators who are reluctant to cut into a tape if there is any alternative.

Now there is. Ampex spokesmen assert that the Electronic Editor can make splices electronically at intervals as short as a quarter-second with no chance of picture breakup or disturbance. An experimental four-minute tape presentation substantiates their claim. The tape contained more than 60 electronic splices and gave every appearance of being a multi-camera production with cuts from scene to scene precisely timed to follow action and narration.

The Ampex Electronic Editor is priced at $3,300. It can be installed on any Ampex VR-1000 series recorder-equipped with full-track erase and "Inter-Sync" (equipment that sync-locks signals from various sources so that they may be combined without rollover or other picture disturbance).

to a power line which would sound a large buzz when triggered by a special tone transmitted by utility companies into homes, offices and factories.

Various methods of alerting radio and tv stations to Conelrad commands are in use; one is a special type Sig-Alert receiver tuned to key Conelrad stations. This operates generally on the same principle as that of the Philco and Moore devices. Conelrad also uses the news services teletypewriter circuits for Conelrad and other stations.

Technical topics...

Jamming analyzer ▪ The Electronics Group of General Mills, Minneapolis, has developed a broadband spectrum analyzer to measure the power and coverage of radio transmitter signals. In measuring average power, the total time-average power output of a broadband radio frequency signal source is determined by averaging the power over the entire frequency band of generation. Power distribution measurements are made by sampling a portion of the jammer signal being fed to the antenna, and passing this signal through a motor-driven tuned circuit of wide tuning range. Further information may be obtained from company: 1620 Central Ave., Minneapolis, Minn.

Diversification ▪ MPO Videotronics Inc., New York, producer of tv commercials and industrial films, takes its first step into the field of motion picture equipment this fall with the introduction of a new 8mm sound continuous projector for use in sales and training. MPO, which currently produces about $8 million annually in non-theatrical film footage, says it will offer clients a film package from production through to leasing or sale of the projector.

Motorola reports ▪ Third quarter sales of Motorola Inc., Chicago, hit a record high of $78.98 million with earnings $3.35 million or 83 cents per share. This compared with sales of $78.75 million and earnings of nearly $3.3 million or 81 cents per share for the same period last year.

SURVEY FINDS

COLOR TV COMMERCIALS HAVE 3½ TIMES MORE IMPACT

A 1960 survey by Burke Marketing Research reveals the impact of Color TV commericals is such that 1000 Color homes are equal to 3,589 black-and-white homes. No wonder more and more sponsors are moving up to Color. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

Calorie Counting Grows Into A National Pastime

Millions Of Americans Have A Strong Desire To Shed Excess Pounds, But Too Few Have The Will Power

Calories Aren't Necessarily Bad

The calorie is a unit by which heat is measured, and it is also the unit used to express the amount of heat or energy produced by foods. Thus, for example, when we say that an 8-ounce glass of milk contains 165 calories, we are talking about the energy production required to ride a bicycle at a moderate speed for about an hour (175 calories required), or slightly less than the amount of calories needed to dance the fox-trot for one hour (210 calories).

Oftentimes foods are promoted as being "low calorie" items, but all too frequently there is little or no basis for comparison to determine what the promoter is using as a base. In many minds the word, *calorie,* unfortunately, has a very nasty connotation. The mere suggestion that a food product contains calories is enough to mislead many people completely about that food product.

One of the greatest areas of confusion these days is in the relationship between calories and other nutrients present in foods. The terms "empty calories" and "armored calories" have been used in an effort to distinguish between those foods that provide essential nutrients along with their calories (armored) and those foods which provide little more than calories for energy production (empty).

Quacks And Faddists Ride The Bandwagon

There are some societies throughout the world today, as there once were groups within the United States in the not too distant past, who look upon obesity as a sign of affluence. The man whose wife and children are fat is considered to be a successful provider.

Today there is little question among health authorities that obesity is a major health hazard affecting many millions of Americans. And those who determine styles and fashions have also decreed that fatness is undesirable, that it is, in fact, evidence of slovenliness. It is probably this cosmetic influence, even more than the health influence, which has produced a generation of calorie counters in this country.

Knowing how difficult it is for many people to achieve and maintain proper body weight, the food faddists and quacks have entered into this field and have reaped a harvest of dollars at the expense of disillusioned and oftentimes seriously injured people. Pills and potions and machines of many kinds have been sold, often at ridiculously high prices, but the buyers very likely have not had much success in weight control.

Mass Media Are Main Source of Information

Market research studies done recently for the American Dairy Association confirm again quite clearly that the mass media are the chief source of public information about dieting for weight control. This confidence in the media on the part of the public as a source of information on this subject makes it imperative, of course, that the kind of information provided is sane and sensible and in the best interests of the readers, viewers, and listeners.

There is never anything to be gained by suggesting to people that weight control is easy or anything other than a lifetime project for those who are having difficulties. Efforts to take off weight fast through fad diets or pills or with machines are seldom successful, for they do nothing to accomplish changes in basic eating habits and attitudes which led to the excess weight in the first place.

Anyone who needs rapid weight loss for any reason at all should accomplish this strictly under the close supervision of a physician. As a matter of fact, anyone with weight control problems should discuss these with his physician in order to get at the basic problems and to work out a weight reduction and weight control plan that will best suit the individual. There may be some serious psychological adjustments to be made before the weight control problem can be tackled with any hope for success.

Weight Control Deserves Very Serious Attention

Because obesity more often contributes to shortening the life span by being a complicating factor in other diseases, the public has not become as shocked about weight control as we have about such diseases as cancer and atherosclerosis. But it is a certainty that millions of man-hours are lost annually as a result of the effects of obesity. Of much more importance, perhaps, is the heartache that many millions of people, especially many of our teenagers, go through in trying to control their weight to meet their ideals of how they should look. These people need help, and all of us, including the mass media, ought to work toward the goal of providing sane and sensible advice about weight control.

We do know that sound weight reduction and weight control programs must be based on consuming a well balanced diet, a diet balanced in terms of providing essential food nutrients as well as the correct amounts of calories to meet energy requirements. Weight control based on a well balanced diet, rather than relying upon faddist diets or special food preparations, is likely to be much more successful because such an approach does not require drastic changes in food consumption patterns and also provides the basic diet that can be continued not only while losing weight but also after the desired weight level is achieved.

A well balanced diet, adequate physical activity, and the solution of any serious psychological problems which may result in overeating are certainly among the key elements in solving the weight control problems in this country. Encouraging any other kind of approach is misleading and could very well be dangerous to the future health of people who may follow any of the faddist or quack suggestions.

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

Challenge: promoting Gladiola flour

RADIO TURNS VENTURE INTO EXCITING SUCCESS

To many people, a chance to promote a flour company's product might seem unexciting; but to Clay Stephenson Assoc., Houston, and to 121 radio stations throughout the Southwest, it was a zestful challenge.

It all began as a promotional campaign for Gladiola flour. Convinced that radio is the best medium for reaching rural markets, Stephenson Assoc. contacted 125 radio stations, asking each to join in an unusual recipe contest. In the contest, a recipe was provided in every package of Gladiola flour, and consumer contestants were asked to name their finished product. In turn, the stations were asked to publicize the contest, handle the entries, and set up judging panels in their areas.

The "Mystery Recipe Contest" was divided into semifinals, winners of which won aluminum cooking sets and went on to the finals, in which a Westinghouse all-electric "Dream Kitchen" was the prize.

The consumers were not the only participants in the over-all merchandising campaign. Radio stations, 121 of the 125 originally contacted, were in a competition of their own to determine which could develop the most effective promotion for the recipe contest, and which could prepare the most memorable mailing to send to grocers.

Stations' mailings ranged from that of KOSY Texarkana, Ark., which sent out freshly cut gladiola flowers with a printed announcement, to that of KDET Center, Tex., which mailed a card saying only: "There's a mystery in your store that it will pay you to look into," signed "A Friend." All the stations did extra promotion work on their own, running remote broadcasts from grocery stores, contributing daily prizes that added a semi-semi-final to the consumer contest, and generally going out of their way to create a snowballing promotion campaign.

The top prizes for radio station ingenuity and effectiveness went to KCOR San Antonio, KTBC Austin, and KDET Center, all Texas.

Duluth druggists join to promote their industry

To offset the unfavorable publicity received in recent months by the drug industry, KDAL-AM-FM-TV Duluth, Minn., has instituted a public relations-product merchandising plan with the local druggists.

To counteract the negative image of the drug industry, area druggists formed the Lakehead Area Associated Pharmacists to promote institutional advertising exploiting the druggists' integrity and community service rendered them.

The campaign is on a continuing basis on KDAL-AM-FM-TV, which sends the druggists counter displays which are promoted on the air for four-week periods. The products are usually displayed in a prominent place, a plan that has created strong advertiser interest and has increased timebuying on the station.

Coffee break on the run

Alli Ciocher, of John Blair & Co., serves Beech-Nut coffee and doughnuts to passers-by as WABC New York morning man, Herb Oscar Anderson, broadcasts his show from WABC's mobile unit on a Long Island parking lot. The show changes locations daily, making new friends for WABC and Beech-Nut and influencing early-morning coffee drinkers as they stop to say hello and get that second cup of coffee.

Ga. broadcasters put radio-tv on the map

The Georgia Assn. of Broadcasters has just produced both a membership roster and a highway map of the state, and combined the two in one succinct presentation. Upon a light olive-drab map of Georgia, call letter listings for member stations of the association are super-imposed in white boxes. The boxes pinpoint actual station location, and besides giving the call letters, also detail the frequencies of am and fm stations, and the channel designation of tv outlets.

Called "Radio-Tv on the Road," the map is being distributed to approximately 1,000 agency, rep, travel and auto-oriented organizations in the country. It was unveiled at the Georgia Governor's Conference on Tourism as part of the association's presentation of radio and tv stations in the state.

GAB makes no bones about the fact that the map includes only those stations belonging to the organization. "We're trying to make it mean something to belong to our association," says Jack Williams, executive secretary. The maps may be obtained at cost.

Public affairs series draws honors for CBS

CBS Radio has received commendation from five U. S. mayors for a public affairs series produced by the network's seven-owned radio stations. The series of seven 50-minute broadcasts is titled *How Serious The Challenge?* It sparked favorable comments from the mayors of Chicago, San Francisco, Boston, New York and Los Angeles.

The broadcast, dealing with economic issues of national scope, were the result of a joint effort in which each of the seven stations: WCBS New York; WCAU Philadelphia; KCBS San Francisco; KNX Los Angeles; KMOX St. Louis; WEEI Boston, and WBBM Chicago, made use of its own news, public affairs and technical facilities to produce one program of the seven-show series.

Bear (Yogi) helps cheer Gophers over Wolverines

Tv star Yogi Bear (who admits to being "better than the average football player") and his cohorts Huckleberry Hound and Quick Draw McGraw ambled over to the U. of Minnesota from WCCO-TV Minneapolis where each has a weekly show to stir up enthusiasm for the college's homecoming football game.

Yogi not only served as cheerleader and participant in half-time festivities but also "guaranteed" the Minnesota Gophers a win over the Michigan Wolverines. Indeed with the backing of the Prophet of Jellystone Park, the Gophers denned the Wolverines by a score of 23-20.

Drumbeats...

Tv week ▪ November 13 to 17 has been proclaimed "Television Week" in the city of Detroit by Mayor Louis C. Miriani, to mark the annual meeting there of the Television Bureau of Advertising. For the occasion, special on-the-air promotion material will be presented by TvB's Detroit station members, WWJ-TV, WJBK-TV and WXYZ-TV.

Skydiving event ▪ Sixteen skydiving teams leapt through the air Oct. 28, at the first annual WNBC-TV New York *Ripcord* Cup Parachute Meet, Adams Air Park, Flemington, N.J. The meet, held to promote Ziv-UA's *Ripcord* series now playing on the station, was open to members of the Parachute Club of America.

Friday fatigue cured

There's something medicinal about a medicine show that always attracts the people, and KTUL-TV Tulsa's exhibit at the 1961 Tulsa State Fair was certainly no exception. The ch. 8 outlet set up a 40x120 foot tent on the fair grounds, and named its presentation "Dr. 8's miracle medicine show." The good doctor's patent medicine pills came wrapped in a cellophane package attached to a dosage instruction booklet, and was called "a seven day plan for you to get better looking."

Dosages were prescribed to cure such maladies as "Sunday psychosis, Tuesday twitch, or Friday fatigue," and usually involved taking one or more of the little pills, and remaining sedentarily inactive for two or three hours before a tv tuned to ch. 8.

Hunger strike ▪ Bob Burnett, KALL Salt Lake City, today (Monday) begins a hunger strike as part of a giant promotion by the station for the United Fund in that city. KALL listeners are asked to name the amount of hours and minutes Mr. Burnett will last. It will be worth $100 to the person who is closest in his guess. A contribution must accompany each guess. Any number of guesses can be made.

Help ▪ KBUZ Phoenix, Ariz., in conjunction with major super market chains in the area, has established a plan to feed needy families during the coming holiday season. Each time a sale of $4 or more is made at a super market, the receipt is sent to the station which sends out a free turkey to a family. KBUZ is supporting the drive with a four-week saturation spot campaign.

Ghost guess ▪ WSAI Cincinnati made one of its more interesting free offers last week in conjunction with Halloween. The station offered to send a free ghost to any listener who wrote in asking for one. Then WSAI held a contest, seeking from the entrants the correct number of ghosts that were sent out. WSAI will announce the winner this month.

*KLZ radio a FORMULA STATION?
Try the KLZ formula . . .
IT CODDLES CUSTOMERS.
BOB BUTZ
NEWSCASTER
SURE . . . especially in the news department. We baby our listeners with a formula composed of the balanced blend of local, national, and area news they cry for. Bob Butz newscasts at 6:45 am, 7:30 am, 8:00 am, 8:30 am, and 12:45 pm, plus CBS reports on the hour throughout the day give blanket coverage of news around the world . . . around the clock. Sponsors thrive on this kind of news reporting . . . it delivers a buying audience for everything from diapers to dynamos. Rock your competition with a selling campaign on KLZ Radio.
KLZ radio
560 • CBS IN DENVER
Represented by Katz Agency

HE'S NOT HANDSOME
HE'S NOT A SMOOTHIE
but . . .
HE'S THE MOST
AUTHORITATIVE
HAP GLAUDI
SPORTS

At last, the New Orleans television market has a sports editor who knows the facts and presents them. HAP GLAUDI fills this need more than 12 times per week!
For that big PLUS in New Orleans . . . buy HAP GLAUDI SPORTS!

Represented nationally by Katz

WWL-TV
NEW ORLEANS

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Dickens

Mr. Johnson

Donald J. Dickens, assistant director of copy department, and **Franklin C. Johnson,** assistant director of art department, Needham, Louis & Brorby, Chicago, elected vps. Both have been with agency several years. **Gerard Normandin,** former French creative director of McKim Adv., Montreal, named director of French service and manager of NL&B's newly established Montreal office. Agency has had Toronto office for 10 years. Both Canadian offices are under supervision of **John Willoughby,** managing director, NL&B of Canada Ltd.

S. Brady Brown and **James D. Cameron Jr.,** Bristol-Myers' account executives at Young & Rubicam, New York, named account supervisors.

Monie Vandervort, sales supervisor, General Mills Inc., Minneapolis, joins Leo Burnett Adv., Chicago, as sales promotion executive in marketing department.

Otis L. Wiese, vp in charge of pr. Leo Burnett Adv., Chicago, resigns, effective Dec. 31, to open own publishing and pr firm, Otis Wiese & Assoc., that city. Mr. Wiese formerly was editor and publisher of *McCall's* magazine.

A. E. 'Gene' Staley III, vp and marketing director, Arthur Meyerhoff & Assoc., Chicago, named executive vp of Chicago office, Don Kemper Adv., New York.

Robert A. Hilton, former executive vp, Don Kemper Adv., Dayton, joins Lilienfeld & Co., Chicago, as vp in charge of marketing. He succeeds **Thomas A. Casey,** who resigned to join Needham, Louis & Brorby, that city.

Stanley Rogers and **Jack Beale** named radio-tv copy supervisor and print copy supervisor, respectively, at Pittsburgh offices of Fuller & Smith & Ross, New York.

Maurice Bowers, media buyer, Fuller & Smith & Ross, Los Angeles, promoted to media manager. **Virginia Weigl** joins department as media buyer. She was formerly with BBDO and Hicks & Greist, New York and Roy S. Durstine, Los Angeles.

Al Powers, copywriter, Robinson, Fenwick & Haynes Adv., Los Angeles, joins Fuller & Smith & Ross, that city, in similar capacity.

Valle Grossman, formerly with Ralston Purina Co., St. Louis, named assistant to treasurer, Gardner Adv., that city and **William McCann,** who was with Meldrum & Fewsmith, Birmingham, Mich., joins agency as agricultural creative supervisor in St. Louis.

William Ryder, vp and account executive, Grant Adv., New York, joins J. M. Mathes Inc., advertising agency, as vp of Miami office.

William B. Horsey, promotion and advertising staff, Salada-Junket Div., Salada Foods, Woburn, Mass., appointed assistant advertising manager in charge of promotion. **David J. Walker,** product manager, and **Thomas J. Mahoney,** former market research assistant for General Foods, named promotion assistants and **Robert H. Weiss,** advertising assistant, promoted to promotion assistant coordinator.

Mr. Little

Mr. Yaris

Henry Yaris, account executive on National Distillers' Old Taylor bourbon account, and **John P. Little,** account supervisor on Pan American Clipper Cargo and Intercontinental Hotels accounts at Kudner Agency, New York, elected vps of agency.

Robey Smith, executive vp and west coast manager, Cole, Fischer & Rogow Adv., New York, joins Wade Adv., Los Angeles.

Richard duB. Eckler, former pro-

Re-elected to board

Lewis H. Avery, president of Avery-Knodel Inc., New York, re-elected to board of directors of Television Bureau of Advertising for new two-year term. Mr. Avery has headed rep firm since 1945. Before that, he served with National Assn. of Broadcasters from 1942-45; sales manager, Free & Peters Inc., 1940-42; director of sales, Buffalo Broadcasting Corp., 1932-40, and account executive, BBDO, New York, from 1930-32.

EXCITING NEWS FOR FM OWNERS — exclusive new Zenith development makes use of your present FM radio to bring you the deep beauty of STEREO FM RADIO!

Not an adapter, not a converter, no connections between sets—also operates as a Zenith quality FM radio by itself. Now, without a large investment, you can have a complete Stereo FM system, thanks to an ingenious new development by Zenith. It's Zenith's exclusive new MH910 Stereo FM Multiplexer Unit—especially designed to be used with your *present* FM radio, anywhere in the house! Together, they bring you the deep beauty of radio's newest miracle—*Stereo FM!* Positioning for proper separation is not limited by cords or connections between sets. Visit your Zenith dealer now and hear the newest miracle in radio—Stereo FM! The MH910, only $99.95*.

ZENITH

The quality goes in before the name goes on

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA, LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively.

**Manufacturer's suggested retail price. Prices and specifications subject to change without notice.*

ducer-director for NBC and DuMont Network, New York, joins creative staff of Leon Shaffer Golnick Adv., Baltimore.

Edward Acree, vp of Cargill, Wilson & Acree Inc., Charlotte, N. C., elected governor of third district of Advertising Federation of America succeeding **Douglas Smith,** WFBC Greenville, S. C. Others elected: **William B. Houck,** Houck & Co., Roanoke, Va., lieutenant governor; **J. Russell McElwee,** local and regional sales manager, WSOC-TV Charlotte, secretary; **Joseph P. Fountain Jr.,** Belk's Buying Service, Charlotte, treasurer. State governors elected: for Virginia—**David N. Martin,** Wilson & Acree, Richmond; for South Carolina—**John Y. Davenport,** WESC Greenville, and for North Carolina—**T. S. Ferree,** Bennett Adv., Raleigh.

Mr. Kerr

Jack F. Kerr appointed director of advertising for 20 Mule Team department, U. S. Borax & Chemical Corp., New York. Prior to joining Borax, Mr. Kerr was vp and account supervisor for 20 Mule Team products at McCann-Erickson, Los Angeles.

Richard Mann, vp at Kastor, Hilton, Chesley, Clifford & Atherton, New York, appointed vp and senior account executive at Smith, Henderson & Berey Inc., that city.

Peter M. Moyer, formerly with Bruce Friedlich Adv., New York, appointed director of media relations for Brand Names Foundation, that city.

David Strousse, vp and senior account executive, Warwick & Legler, New York, named account supervisor for drug and cosmetic group.

Clark E. Maddock, formerly with Kenyon & Eckhardt, Detroit, joins McManus, John & Adams, New York, as group art supervisor.

Storer announces top echelon changes

Mr. Michaels

Mr. Lee

Bill Michaels and **Terry H. Lee,** board members and vps of Storer Broadcasting Co., named vp for television and director of business planning and development, respectively. **Robert M. Akin,** for past 12 years, partner and manager of corporate finance department of Dittmar & Co., San Antonio investment firm, joins Storer as director of finance.

Mr. Michaels, filling position formerly held by George B. Storer Jr., who was elected president of company in April 1961, will establish new offices in Birmingham, Mich., Detroit suburb and convenient liaison point among five tv stations under his direction. He joined Storer in 1953, when company purchased KABC San Antonio, of which he was manager. In 1954 Mr. Michaels was appointed manager of WJBK-TV Detroit. He became vp in 1956.

Mr. Lee, as business planning and development director, will supervise company's program production and releasing firm, Storer Programs Inc., which he helped organize. He joined Storer in April 1958 as general manager of former WVUE (TV) Philadelphia, then owned by Storer, and successively served as manager of WITI-TV Milwaukee and WAGA-TV Atlanta before being promoted to regional vp in January 1961.

Storer Stations are WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-FM-TV Cleveland, KGBS Los Angeles, WWVA-AM-FM Wheeling, WIBG-AM-FM Philadelphia and WITI-TV Milwaukee.

Mabel Hill, formerly with tv publicity department, J. Walter Thompson, New York, joins Audience Building Counselors, tv publicity-promotion division of McFadden & Eddy Assoc., Hollywood, and Joe Wolhandler, pr firm, New York.

Larry Rood, copywriter, BBDO, joins Nides & Cini Adv., Los Angeles, as copy chief.

THE MEDIA

Stoddard P. Johnson, former officer and sales executive, San Francisco-Oakland Television Inc. (licensee of KTVU (TV) San Francisco-Oakland), named president and general manager, KRGV-AM-TV Weslaco, Tex. Kenco Enterprises Inc. purchased station Nov. 1 from LBJ Co.

C. L. Doty, station director and national sales manager, WSAI Cincinnati, joins WONE Dayton, assisting president to plan station's future tv facilities, and to assist in development of WONE Inc. (WONE and WIFE-FM Dayton). **John E. Hall** joins station as chief transmitter engineer.

Dave Maxwell appointed station manager, KLYD-TV Bakersfield, Calif., and assistant general manager of Kern County Broadcasting Co. (licensee of KLYD - AM - FM - TV). **Bill Walker,** commercial manager, KLYD, named station manager.

Edd Routt, former vp and general manager, KNOE Monroe, La., and recently administrative assistant to Giles E. Miller (KBUY Amarillo, KOKE Austin and 5% of KINT El Paso, all Texas), returns to KNOE, in similar capacity.

David O'Shea, former general manager, WMUR-TV Manchester, N. H., and earlier manager of station relations department, Weed Television Corp., rep firm, New York, appointed general manager, WINQ Tampa, Fla.

Joe Cahill, sales manager, KDEO El Cajon, Calif., and earlier account executive with Potts-Woodbury Adv., Kansas City, appointed general manager.

United Press International news produces!

Mr. Sisson

Mr. Sibbold

Mr. Jacobson

Franklin G. Sisson, manager, WWJ Detroit, named station manager, WWJ-TV. **Denman F. Jacobson** appointed WWJ manager succeeding Mr. Sisson and **Nestor A. Sibbold** to sales manager of WWJ. Earlier Mr. Sisson served successively as announcer, program manager and sales manager of WOOD-AM-TV Grand Rapids, Mich. Mr. Jacobson joined WWJ as local sales manager and was later promoted to national, regional and local sales manager. Previously he was account executive with Detroit office of CBS. Mr. Sibbold, member of WWJ-TV sales staff since 1956, was former divisional sales manager of Closure Sales Corp.

Farris E. Rahall, vp and director, Rahall Broadcasting Co. (WKAP Allentown, WNAR Norristown, both Pennsylvania; WWNR Beckley, W. Va.; WLCY St. Petersburg and WQTY Jacksonville, both Florida), elected president and director of Globe Capital Corp., industrial and electronic financiers, St. Petersburg.

Mr. Lawlor

Boyd W. Lawlor, general manager, WAIT Chicago, joins Plough Broadcasting Co., as vp and general manager of WJJD-AM-FM, that city. Plough Stations are: WMPS-AM-FM Memphis; WCOP-AM-FM Boston; WCAO-AM-FM Baltimore; WPLO-AM-FM Atlanta and WJJD.

Arthur W. Watson, business manager, WRCV-TV Philadelphia, named station manager.

Bill Miller, WTAX Springfield, Ill., elected president of Illinois News Broadcasters Assn., effective Jan. 1, succeeding **Bill Spangler,** who becomes member of board. Other officers: **Don Newberg,** WJBC Bloomington, Ill., vp; **Don McMullin,** WCIA Champaign, Ill., treasurer; **Donald E. Brown,** U. of Illinois, Urbana, executive secretary. Directors: **Lee White,** KROS Clinton, Iowa; **Jim Kock,** WHBF-TV Rock Island, Ill.; **Dick McGee,** WMIX Mt. Vernon, Ill., and Mr. Spangler.

Kenneth W. Pierce, formerly with sales staff of Metropolitan Broadcasting, Chicago, joins The Katz Agency, that city, as member of tv sales staff.

William J. Schmitt, director of business affairs for NBC Enterprises Div., named to newly created position of general manager of division. Major operating concern of division is syndication of tv programs through NBC films.

Glenn Williams, WSEN Baldwinsville, and past vp of New York State AP Broadcasters Assn., succeeds **Al Cole,** WRUN Utica, as president of group. **Don Decker,** WTRY Troy, elected vp, and **Morris Paxton,** AP's chief of Albany bureau, re-elected secretary-treasurer. Elected to board of directors were **Warren Doremus,** WHEC-AM-TV Rochester; **Floyd J. Keesee,** WMBO Auburn, and **Frank Dobisky,** WSLB Ogdenburg.

Thomas Viscardi, media buyer and analyst, Young & Rubicam, New York, appointed director of sales development, WADO New York. Earlier he had been in media and research posts with Marschalk & Pratt (now McCann-Marschalk), Kenyon & Eckhardt, CBS, and Crossley Inc., market research organization.

Jack Petrik, KETV (TV) Omaha, was named chairman of committee to plan for broadcast engineering conference to be held as part of NAB's annual convention in Chicago, April 1-4, 1962. Others on planning group: **Glenn G. Boundy,** Storer Broadcasting Co.; **Virgil Duncan,** WRAL-TV Raleigh, N. C.; **William S. Duttera,** NBC; **William B. Honeycutt,** KRLD-AM-FM-TV Dallas; **Leslie S. Learned,** MBS; **Frank Marx,** ABC; **George L. McClanathan,** KPHO-AM-TV Phoenix, Ariz.; **James D. Parker,** CBS; and **Orrin W. Towner,** WHAS-AM-TV Louisville, Ky.

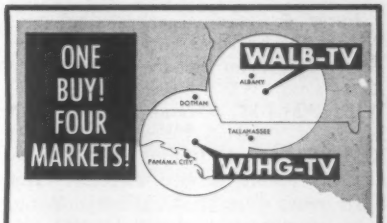
Charles R. Sanders appointed manager, WSPA Spartanburg, S. C., succeeding **Ross Holmes,** who resigned to join WLOS-TV Asheville, N. C.

Howard A. Jorgensen, sales manager, KCPX Salt Lake City, named manager. Previously, Mr. Jorgensen was account executive at KWIC, that city.

Harold Gann, former producer of sports and special events shows for KGEE, KMAP and KLYD-TV, all Bakersfield, named general manager, KDAS (TV) Hanford, both California.

Hal O'Donnell, formerly with KFRE-TV Fresno, Calif., to KAIL (TV), that city, as director of operations.

John Rohrbach Jr., account executive, NBC-TV Spot Sales, Chicago, succeeds **James King,** in similar capacity, for Television Advertising Representatives, that city. Mr. King transfers to TvAR's sales staff in New York.



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EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

WALB-TV
Ch. 10
Albany, Ga.

WJHG-TV
Ch. 7
Panama City, Fla.

GRAY TELEVISION, INC.
Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

"INSURED AGAINST EVERYTHING."
YES? Check on the chance that somebody "out there" will accuse you of

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INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT.

For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

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Write for details and rates.

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Harry E. Travis, general manager, WPBN-TV Traverse City, Mich., joins Fetzer Television Inc. (WKZO-AM-TV Kalamazoo, WWTV-FM-TV Cadillac, WJEF-AM-FM Grand Rapids, all Michigan, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska), as public service director. **Jim Kelly,** news director, KCUE Red Wing, Minn., to news staff of WWTV-FM-TV.

Elie Abel, Washington bureau chief for *Detroit News,* succeeds **Frank Bourgholtzer** as NBC News State Department correspondent. Mr. Bourgholtzer will head NBC News bureau in Moscow.

Al Dressner, attorney and owner of WWHG-AM-FM Hornell, N. Y., and WBNR Beacon, N. Y., appointed national deputy judge advocate of Jewish War Veterans of the United States.

Mr. Day

John F. Day, former vp, CBS News and more recently with Pacifica Foundation as executive vp and general manager of WBAI-FM New York, joins Time-Life Broadcasting Co. as foreign correspondent with headquarters in London. **James H. Grant,** projects and planning coordinator, WFBM-AM-FM-TV Indianapolis, to newly created post of public affairs director, WTCN-AM-TV Minneapolis-St. Paul. (Time-Life stations are: KLZ-AM-TV Denver; WTCN-AM-TV; WFBM-AM-FM-TV; and WOOD-AM-TV Grand Rapids, Mich.). **Richard Lund** joins WTCN as account executive.

W. V. Hutt, commercial manager, KTHV (TV) Little Rock, and **Robert M. Riley,** commercial manager, KTHS, that city, appointed assistant general managers, respectively. Both stations are owned by Radio Broadcasting Inc.

Don Edlund, director of advertising and pr for Volkswagen, San Francisco, joins KAVR Apple Valley, Calif., as sales manager.

John H. Seide, chief engineer, KNOP (TV) North Platte, Neb., joins radio-tv department, U. of Denver, in similar capacity.

John M. Bobicz named chief engineer and news director, WKID Urbana, Ill.

Ernest T. Robarge, chief engineer, WKNE Keene, N. H., resigns to join Techrep Division, Philco Corp.

Wayne Barrington, formerly with A. Earl Cullum Jr., engineering consultant firm, Dallas, joins WISN-AM-FM-TV Milwaukee, as assistant chief engineer.

Richard W. Fatherley, staff director, WABC New York, joins WICC Bridgeport, Conn.

Daniel O. Stengel, program and sports director, WAMV East St. Louis, Ill., joins announcing staff of KSD-AM-TV St. Louis.

Jim Casey appointed executive news editor, WPTR Albany, N. Y. **Don LaVine,** formerly with WOLF Syracuse news department, to WPTR, in similar capacity.

John Bowles returns to news staff of WNEM-TV Saginaw - Bay City, Mich., following illness of several months.

Russel Jones, CBS News, joins NBC News as roving European correspondent, based in Vienna. Mr. Jones won Pulitzer Prize for UPI coverage of 1956 Hungarian uprising.

Bob Taylor and **Don Wright** named news director and assistant news director, respectively, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.

Harold Soldinger, program manager, WTAR-TV Norfolk, Va., promoted to director of programming and operations.

Thomas Holmquist, news director and sales rep, KBUR Burlington, Iowa, appointed sales promotion director. **Richard Scott,** newsman, succeeds Mr. Holmquist as news director.

Mr. Myers

O. W. Myers, general manager, WHTN-TV Huntington, W. Va., appointed assistant secretary of parent organization, Reeves Broadcasting & Development Corp. (KBAK-TV Bakersfield, Calif., WUSN-TV Charleston, S. C., and WHTN-TV), and promoted to vp of broadcast division.

Norman Paul, former general manager, KSJO-FM San Jose, and recently promotion director, Merchants Assn. of San Jose, joins KNTV (TV), that city, as local sales manager.

Jim Hansen, farm and garden editor, KOMO-AM-TV Seattle, re-elected president of Northwest Region of National Assn. of TV & Radio Farm Directors.

Don Allen joins KABC Los Angeles, as news commentator of own 10-minute western regional newscast *Don Allen and the News.*

Bill Gill, former news director of McLendon stations (KLIF, KROW (FM) Dallas, KILT, KOST (FM) Houston, KTSA San Antonio, all Texas; KABL Oakland, Calif.; WAKY Louisville, Ky.; KEEL Shreveport, La., and WYSL-AM-FM Amherst, N. Y.), joins KWK St. Louis, as news director. **Jim Light** joins station as program director.

Jack Latham, newscaster at KRCA (TV) Los Angeles, and **Ed Conklin,** KRCA news supervisor, are in Berlin for two weeks of on-the-spot coverage of critical East-West situation. Mr. Latham will feed daily one-minute "live" audio reports to KRCA for its evening newscasts and will present a special half-hour film report of his visit upon return.

PROGRAMMING

Mitchell Leiser, production manager for Goodson-Todman TV, New York, named programming affairs director for GAC-TV, that city.

William E. Huston, vp in charge of tv commercial sales, Transfilm-Caravel Inc., New York, named to newly created post of vp in charge of sales.

Roy Baker, motion picture director, signed as director of Zero One series, being produced by MGM in conjunction with British Broadcasting Co., London.

Les Baxter, Hollywood composer, arranger and conductor, who has scored such tv series as *Lassie* and *The Flintstones,* is expanding activities to include creation and production of commercials for both radio and tv. His office is in Taft Bldg., Hollywood 28.

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Ralph H. Andrews, executive vp, Trojan Productions, Los Angeles, joins Wolper Productions, that city, to produce "Story of an Interne," documentary telefilm in *The Story Of* series.

David Bader, sales executive, Atlantic Television Inc., New York, joins Intercontinental Television Inc., subsidiary of Continental Distributing Inc. and affiliate of Walter Reade Group, that city, as vp of company.

Hal Styles joins Animation Inc., Hollywood, producers of animated tv commercials, as sales manager.

Howard A. Smith, technical animator; **Donald C. Medlin,** illustrator; **Andrew F. Wages Jr.,** illustrator; **Monte G. Young,** animator, and **Mary E. Hubers,** inking and painting supervisor, join Kietz & Herndon Inc., industrial film producers, Dallas.

GOVERNMENT

Sol Schildhause appointed assistant chief of Rules & Standards Div., FCC Broadcast Bureau, succeeding **Louis C. Stephens** who has resigned.

INTERNATIONAL

Robert D. Munro, former general manager, Radio Representatives Ltd., Toronto, named vp of Stephens & Towndrow Ltd., Toronto station rep firm. **Len J. Kennedy,** manager for past six years of Stephens & Towndrow (Quebec) Ltd., Montreal, named vp at Toronto office. **J. Bart Gibb** of firm's Toronto office named vp.

A. Vance Hallack, tv producer for WNBC-TV New York, named general manager, Eastern Nigerian Broadcasting Corp., Enugu, Eastern Nigeria. Mr. Hallack is responsible for establishment of Baghdad tv in Iraq.

M. Wayne Mondville, formerly of National Broadcast Sales, Toronto, station rep firm, to client services of A. C. Nielsen Co. of Canada Ltd., Toronto.

W. B. C. Burgoyne, president, CKTB St. Catherines, Ont., to director of Consumers' Gas Co. Ltd., Toronto.

Ronald J. Rains joins radio division sales staff, Stovin-Byles Ltd., Toronto station rep firm.

Mrs. Carol Heron, formerly of CJCB-TV Sydney, N. S., and CFCF Montreal, to F. H. Hayhurst Co. Ltd., Montreal advertising agency, as copywriter.

Gerard Normandin appointed manager of new Montreal office of Needham, Louis & Brorby of Canada Ltd., Toronto.

Mark Waldron, farm commentator, CBE Windsor, Ont., named regional supervisor of farm broadcasts for Ontario and Quebec regions of the Canadian Broadcasting Corp., Toronto.

EQUIPMENT & ENGINEERING

Mr. McClenning

Mr. Titus

S. Champion Titus, marketing services manager for audio products division, Ampex Corp., Redwood City, Calif., promoted to advertising manager of Ampex. **Lowell G. McClenning,** advertising and sales promotion manager of Ampex Computer Products Co., named manager of sales promotion department. **Jackson V. Miller,** in charge of shows, exhibits and publicity for video products division, will head special events for corporation. **Warren L. Anderson,** advertising and sales promotion manager for Ampex Audio Co., named manager of merchandising department. All four executives will function within new marketing services division of Ampex.

Kipling Adams, office manager, General Radio Co., Abington, Pa., transfers to main office in West Concord, Mass., to aid in administration of district sales offices. **John E. Snook,** sales engineer in Philadelphia area, named manager of district office and **Carl W. Alsen,** who was with West Concord office, named assistant to Mr. Snook.

Kenneth G. Berkley, product sales specialist, microwave device division, Sylvania Electric Products Inc., Williamsport, Pa., named sales engineer for Sylvania's semiconductor division. Mr. Berkley will make his headquarters in Camillus, N. Y.

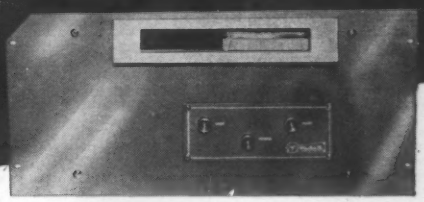
Shigeo Shima, former director of research center of NHK, Japanese non-profit radio-tv network of 150 stations, joins Sony Corp., New York, as director of engineering.

Charles K. Chrismon appointed broadcast equipment sales representative covering Florida for General Electronic Lab., Cambridge, Mass.

ALLIED FIELDS

Al Petgen, northeast regional manager for American Research Bureau, named eastern regional manager for ARB station sales. **C. A. Kellner,** sales staff of ARB at Beltsville, Md., appointed midwestern regional manager.

At last! HEAVY DUTY PROFESSIONAL QUALITY AUTOMATIC TAPE CARTRIDGE EQUIPMENT THAT IS DESIGNED ESPECIALLY FOR RUGGED BROADCAST USE AND IS FULLY COMPATIBLE WITH ANY SIMILAR UNIT



Professionally Engineered, Professionally Manufactured for Professional Use — featuring

- conventional type wiring — no trick circuits.
- double cue system isolated so no transient current interference!.
- heavy duty synchronous motor.
- simple operation — only six moving parts!

Available on sale, lease or time payment plans — with or without trade-ins.

TAPE CARTRIDGE PROBLEMS?

Just send *any* Fidelipac or CATM cartridges that are non-usable for any reason to MaCarTa and receive in return factory rebuilt cartridges that work like new — and carry a new cartridge guarantee to back them up. Of course, new cartridges are available, too.

WRITE OR CALL FOR FULL INFORMATION, STARTLINGLY LOW TRADE-IN AND NEW EQUIPMENT PRICES FOR MaCarTa RECORDING/PLAYBACK UNITS AND CARTRIDGES

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THE NATIONAL MARKETING ORGANIZATION FOR MOULIC SPECIALTIES COMPANY OF BLOOMINGTON, ILLINOIS -

SUPPLIERS OF CONTINUOUS LOOP TAPE CARTRIDGES AND RECORDING AND PLAYBACK EQUIPMENT.

Vin Rafferty, copywriter, WHIL Medford, Mass., named assistant director, Northeast Broadcasting School, Boston.

DEATHS

Dr. Dunham

Dr. Franklin Dunham, 69, chief of radio and television services, U. S. Office of Education, Dept. of Health, Education and Welfare, Washington since 1945, and pioneer in educational radio-tv, died Oct. 27 of heart attack. During 1930's Dr. Dunham was educational director, NBC Radio Network, where he produced *The Catholic Hour.* He left NBC in 1940 and became director of National Catholic Community Services. During World War II, Dr. Dunham was named special adviser to Secretary of War with responsibility of establishing Star-Spangled Network, Armed Forces radio.

Alton F. Baker, president of KERG Eugene, Ore., and chairman and former editor and publisher of *The Register-Guard,* that city, died in Yakima, Wash., Oct. 27.

Peter L. Jensen, 75, co-inventor of radio loudspeaker with Edwin S. Pridham and founder of Magnavox Co., died at his home in Western Springs, Ill., Oct. 25. He later sold interests in company and formed Jensen Industries, manufacturers of phonograph needles, cartridges, and accessories. In his native Denmark, before coming to U. S. in 1909, Mr. Jensen developed "wireless telephone" that he used primarily to broadcast music to ships at sea.

Margaret McGlain Ludden, 43, wife of Allen Ludden, moderator and host of CBS-TV's *GE College Bowl* and *Password,* died Oct. 31 in Roosevelt hospital, New York, following a short illness.

Relda Garrett Klug, 48, for many years secretary to Joseph E. Baudino, Washington vp, Westinghouse Broadcasting Co., died of heart attack at her home in Munhall, Pa., Oct. 26. She had been on extended leave since early summer.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 26 through Nov. 1, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Yuma, Ariz.—The New England Industries Inc. Vhf ch. 13 (210-216 mc); ERP 920 w vis., 678 w aur. Ant. height above average terrain 133 ft., above ground 112 ft. Estimated construction cost $83,500; first year operating cost $153,824; revenue $166,600. P.O. address 120 Wall St., New York 5, N. Y. Studio and trans. location Yuma. Geographic coordinates 32° 41′ 53″ N. lat., 114° 37′ 28″ W. long. Trans. Standard Electronics TH 652; ant. Alford 1020. Legal counsel Dow, Lohnes & Albertson, Washington, D. C.; consulting engineer Electron Corp., Dallas, Tex. Principals: **New Jersey Industries Inc.** (91.4%), **Polaris Corp.** (8.6%). Ann. Nov. 1.

Grand Rapids, Mich.—Major Tv Co. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 1,056 ft. Estimated contruction cost $1,598,900; first year operating cost $961,660; revenue $1,350,000. P.O. address 1000 McKay Tower, Grand Rapids 2. Studio location Grand Rapids; trans. location Grant, Mich. Geographic coordinates 43° 19′ 43″ N. lat., 86° 01′ 53″ W. long. Trans. RCA TT-25CH; ant. RCA TW-18A13-P. Legal counsel Scharfeld, Segal, Baron & Stambler, Washington, D. C.; consulting engineer James C. McNary, Washington. Principals: **H. Y. Levinson** (52.62%); **Celia D. Levinson** (23.68%); **Thomas F. Chawke** (12.36%), **Morris Garvett** (6.25%), **L. Warren Gatley** (5.19%); all of whom own similar interests in WCAR Detroit, Mich. Messrs. Chawke and Garvett are attorneys; Dr. Gatley is physician and surgeon. Applicant requests STA to operate station pending final disposition of application. Ann. Nov. 1.

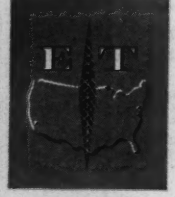
Grand Rapids, Mich.—MKO Bcstg. Corp. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 1,034.4 ft. Estimated construction cost $1,326,900; first year operating cost $1,000,000; revenue $1,400,000. P.O. address 932 Michigan Trust Bldg. Studio location Grand Rapids; trans. location near Muskegon, Mich. Geographic coordinates 43° 14′ 25″ N. lat., 86° 03′ 54″ W. long. Trans. RCA TT-35-CH; ant. RCA TW 12A13-P. Legal counsel Welch, Mott & Morgan, Washington, D. C.; consulting engineer Jules Cohen, Washington. Principals include: **G. Roger Bower, Frederik G. H. Meijer** (each 10%), **Donald I. Battjes, Peter S. Cook, Howard M. Elmore, Walter M. Klaus, Evangeline Lamberts, Hendrik Meijer, James R. Searer, Stephen H. Sieradzki, Neil H. Tuori, Gerrit W. Veurink** (each 6.66%) and others. Mr. Bower has been tv advisor in United Arab Republic and has been vice president and general manager of WNAO-TV Raleigh, N. C.; Frederik Meijer owns 48% of retail grocery chain and has real estate interests; Mr. Battjes has sand and gravel, real estate and retail drug interests; Mr. Cook owns one-third of foreign car distribution business; Mr. Elmore owns 50% of warehouse, 50% of finance company, 50% of foundry and one-third of machine shop; Mr. Klaus owns 50% of warehouse, 50% of foundry and one-third of machine shop; Mrs. Lamberts is Grand Rapids city commissioner and housewife; Hendrik Meijer owns 25% of retail grocery chain; Mr. Searer owns public skating rink and investment property business; Mr. Sieradzki is real estate broker; Mr. Tuori is CPA; Mr. Veurink owns wholesale gas and oil business. Ann. Nov. 1.

Grand Rapids, Mich.—Peninsular Bcstg. Co. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 316 kw aur. Ant. height above average terrain 1,000 ft., above ground 998 ft. Estimated construction cost $1,209,005; first year operating cost $1,559,375; revenue $1,725,000. P.O. address 123 Pearl St. Studio location Grand Rapids; trans. location Ashland Township. Geographic coordinates 43° 18′ 34″ N. lat.; 85° 54′ 44″ W. long. Trans. RCA TT35CH; Ant. RCA TW-12A13-P. Legal counsel McKenna & Wilkinson; engineering counsel Gautney & Jones, both Washington, D. C. Principals include **John D. Loeks** (20%); **H&E Balaban Corp.** (20%), **William McInerney, Alfred Pugno, Paul G. Goebel** and **Edward C. McCobb** (9% each) and nine others. Mr. Loeks owns theaters and motels; H & B Balaban Corp. has theater and extensive broadcasting interests; Mr. Goebel has retail and wholesale sporting goods business; Mr. Pugno is insurance agent with some theater holdings; Mr. McCobb is lawyer; Mr. McInerney has interest in spring and wire part manufacturing and auto parts. Ann. Nov. 1.

Rochester, N. Y.—Citizens Tv Corp. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft.; above ground 353.4 ft. Estimated construction cost $1,450,000; first year operating cost $1,200,000; revenue $1,600,000. P.O. address 47 S. Fitzhugh St. Studio location Rochester; trans. location Pinnacle Hill. Geographic coordinates 43° 08′ 08″ N. lat., 77° 35′ 05″ W. long. Trans. RCA TT35CH; Ant. RCA TW12A13-P. Legal counsel Welch, Mott & Morgan; consulting engineer Jules Cohen, both Washington, D. C. Principals include **Lawrence P. Fraiberg** (20%), **William A. Fay** (10%), **Melvin B. Neisner, A. Richard Todd** and **Wallace E. Wilson** (9⅔% each) and 16 others. Mr. Fraiberg is account executive with WNEW-TV New York and will be general manager; Mr. Fay owns blueprint company and is consultant to Transcontinent Tv Corp.; Mr. Neisner is vice president of department store chain; Mr. Todd is director of manufacturing, Burroughs Corp. (office equipment); Mr. Wilson is general manager of Rochester Products Div., General Motors Corp. and owns farm. Applicant requests STA. Ann. Nov. 1.

Rochester, N. Y.—Federal Bcstg. System Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw.

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

vis., 170 kw aur. Ant. height above average terrain 500 ft.; above ground 310 ft. Estimated construction cost $509,265; first year operating cost $1,250,000; revenue $1,460,000. P.O. address 250 East Ave. (studio), trans. location Brighton, N. Y. Geographic coordinates 43° 08′ 06.5″ N. lat.; 77° 35′ 07″ W. long. Trans. RCA TT25CH, ant. RCA TW-15A13-P. Legal counsel Roberts & McInnis, Washington, D. C.; consulting engineer George C. Davis, Washington, D. C. **Gordon P. Brown,** sole owner, owns WSAY Rochester and WNIA Cheektowaga, both New York, and real estate holding corporation. Applicant requests STA. Ann. Nov. 1.

Rochester, N. Y.—Heritage Radio & Tv Bcstg. Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 171 kw aur. Ant. height above average terrain 500 ft., above ground 336.5 ft. Estimated construction cost $1,342,935; first year operating cost $1,000,000; revenue $1,250,000. P.O. address c/o B. Birnbaum, 202 Reynolds Arcade Bldg., Rochester. Studio location Rochester; trans. location Brighton, N. Y. Geographic coordinates 43° 08′ 09″ N. lat., 77° 35′ 03″ W. long. Trans. RCA TT-50-AH; ant. RCA TW-9A-13-P. Legal Counsel Wilner, Bergson, Scheiner & Lessenco, Washington, D. C.; consulting engineer Gautney & Jones, Washington. Applicant has 27 stockholders; **Bernard P. Birnbaum,** president and 4% stockholder, has extensive ownership interests in bowling alleys. Ann. Nov. 1.

Rochester, N. Y.—Ivy Bcstg. Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 343.4 ft. Estimated construction cost $960,000; first year operating cost $1,400,000; revenue $1,500,000. P.O. address 127 W. State St., Ithaca, N. Y.; studio location Rochester, trans. location Pinnacle Hill. Geographic coordinates 43° 08′ 09″ N. lat.; 77° 35′ 04″ W. long. Trans. RCA TT35CH. Ant. RCA TW-12A-P. Legal counsel Davies, Hardy & Schenck, New York; consulting engineer David L. Steel Jr., Washington, D. C. Ivy is licensee of WOLF Syracuse, WEIV (FM) Ithaca, WBIV (FM) Wethersfield, WMIV (FM) S. Bristol, WOIV (FM) DeRuyter and WJIV (FM) Cherry Valley, all New York, and is applicant for ch. 9 Syracuse. **Ellis E. Erdman,** Ivy president, also holds majority interest in WTKO Ithaca. Applicant requests STA. Ann. Nov. 1.

Rochester, N. Y.—Main Broadcast Co. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 499.625 ft., above ground 344.25 ft. Estimated construction cost $856,388; first year operating cost $970,000; revenue $1,100,000. P.O. address 935 Main St. (studio), trans. location Brighton, N. Y. Geographic coordinates 43° 08′ 08″ N. lat., 77° 35′ 04″ W. long. Trans. GE TT-51-B; ant. GE T4-53-A3. Legal counsel Mullin & Connor, Washington, D. C.; consulting engineer Paul Roxin, Rochester. **Leon Halperin,** sole owner, owns real estate and construction firms and one-way radio paging service. Applicant requests STA. Ann. Nov. 1.

Syracuse, N. Y.—Salt City Bcstg. Corp. Vhf ch. 9 (186-192 mc.); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 655 ft. Estimated construction cost $1,177,000; first year operating cost $1,200,000; revenue $1,380,000. P.O. address c/o Eagan Real Estate Inc., 205 Syracuse-Kemper Bldg., Syracuse. Studio location Syracuse, trans. location near Syracuse. Geographic coordinates 42° 55′ 18″ N. lat., 76° 05′ 15″ W. long. Trans. GE TT-51-B, ant. GE TY-52-B. Legal counsel Wilner, Bergson, Scheiner & Lessenco, Washington, D. C., consulting engineer Commercial Radio Equipment Co., Washington. Principals: **The Outlet Co.** (50%), **Edward G. Eagan, L. T. Eagan** (each 18.75%), **L. William Eagan** (12.5%). The Outlet Co. is licensee of WJAR-AM-TV Providence, R. I.; E. G. Eagan and L. T. Eagan own 50% each of real estate firm; L. W. Eagan is vice president and director of real estate firm. Ann. Nov. 1.

Syracuse, N. Y.—Six Nations Tv Corp. Vhf ch. 9 (186-192 mc); ERP 195 kw vis., 98 kw aur. RMS. Ant. height above average terrain 1,000 ft., above ground 701 ft. Estimated construction cost $1,550,575; first year operating cost $1,200,000; revenue $1,700,000. P.O. address 1000 Merchants Bank Bldg., 214 S. Warren St., Syracuse 2. Studio location Syracuse, trans. location Lafayette TWP. Geographic coordinates 42° 56′ 51″ N. lat., 76° 06′ 10″ W. long. Trans. RCA TT-25CH, ant. RCA TW-15A9-P. Legal counsel Welch, Mott & Morgan, Washington, D. C.; consulting engineer Gautney & Jones, Washington. Principals include **Richard C. Landsman** (20%), **Donald F. Neubauer** (9%), and others. Mr. Landsman is account executive for WNEW-TV New York; Mr. Neubauer is employe of automotive parts manufacturing

MEMO

TO: A Prospective Station-Buyer

If you have a well-rounded background in broadcasting and a recent history of progressive and profitable operation, with evidence of broadcasting in the public interest, you may have personal interest in the services offered by Communications Fund, Inc., a licensed Small Business Investment Company.

We are prepared to advance substantial financing toward the purchase of fairly priced radio and TV properties, with a portion of the investment convertible into a minority stock interest and the balance on long term notes payable over a period of not less than five years. Complete operational control of the corporation would remain in your hands with our company becoming the senior secured investor.

Whether or not you have a property in mind, your inquiry will be welcomed. Tell us all about yourself and your record. Do not forward financial statements on your present operation unless you are clearly privileged to do so. If you have a station purchase in mind, you may disclose its identity and be assured it will be kept in confidence. Until such time as you authorize us to contact references we will confine our study to the information you provide.

If you feel you have the experience and initiative to move into station ownership, have access to reasonable equity capital, and have the qualifying track record, we would like to discuss it with you.

P.S. To successful station owners: Our funds are available for expansion into additional markets and improvement of existing facilities. We specialize exclusively in broadcast financing.

COMMUNICATIONS FUND
INCORPORATED

A Federal Licensee Under the Small Business Investment Act of 1958

3504 TIME AND LIFE BUILDING

NEW YORK 20, N. Y. • CIRCLE 5-2870

COMPLEMENTING THE SERVICES OF COMMUNICATIONS CAPITAL CORPORATION

subsidiary of General Motors Corp. Applicant requests STA to operate station pending final disposition of application. Ann. Nov. 1.

Existing tv stations

APPLICATION

***WDIQ (TV) Andalusia, Ala.**—Mod. of license to change station location from Andalusia to Dozier, both Alabama. Ann. Oct. 24.

CALL LETTERS ASSIGNED

WSEC-TV Fort Lauderdale, Fla.—Board of Public Instruction of Dade County, Florida.

WPFL (TV) Pittsfield, Mass.—Springfield Tv Bcstg. Corp.

WCWT (TV) Wausau, Wis.—Central Wisconsin Tv Inc.

New am stations

ACTIONS BY FCC

Scott City, Kan.—Bcstrs. of Scott City. Granted 1310 kc, 500 w D. P.O. address 6535 W. Jewell Ave., Denver, Col. Estimated construction cost $14,650; first year operating cost $37,800; revenue $46,000. Applicants are **George B.** and **Florence Anderson,** 50% each; who are sole owners of KLIR-AM-FM Denver, Col.; KCLO Leavenworth, KJRG-AM-FM Newton, both Kansas; and KJSK Columbus, Neb. Action Nov. 1.

Amherst, Mass.—College Radio. Granted 1430 kc, 5 kw D. P.O. address c/o WERI, 11 Railroad Ave., Westerly, R. I. Estimated construction cost $57,950; first year operating cost $70,000; revenue $78,000. **Augustine L. Cavallaro Jr.,** sole owner, has interest in WERI Westerly, R. I. Action Oct. 26.

ACTION BY BROADCAST BUREAU

Butler, Mo.—Bates County Bcstg. Co. Granted 1530 kc, 250 w D. P.O. address c/o B. D. Thornton, 1003 Northeast 2nd, Walnut Ridge, Ark. Estimated construction cost $12,871; first year operating cost $33,468; revenue $36,000. Principals include **B. D. Thornton, E. E. Summers,** and **Woodrow Behannon** (each one-third). Mr. Thornton is employe of KRLW Walnut Ridge, Ark.; Mr. Summers is in restaurant business.; Mr. Behannon is registrar of Southern Baptist College. Action Oct. 24.

APPLICATIONS

Honolulu, Hawaii—Lawrence T. Kagawa. 1420 kc, 5 kw unl. P.O. address 123 Dowsett Ave., Honolulu. Estimated construction cost $60,366; first year operating cost $100,000; revenue $120,000. **Lawrence T. Kagawa,** sole owner, owns 85% of insurance agency and has been officer and director of KOHO Honolulu. Ann. Oct. 31.

Hastings, Neb.—K Bar J Inc. 1550 kc, 500 w D. P.O. address c/o James A. Lambros Jr., 600 Ross Ave., Gillette, Wyo. Estimated construction cost $16,700; first year operating cost $18,000; revenue $24,000. Principals: **James A. Lambros Jr.** (80%), **J. A. Lambros, Yvonne N. Lambros** (each 10%). Messrs. Lambros and Lambros own 50% each of cafe; J. A. Lambros owns tailor shop; Mrs. Lambros is housewife. Ann. Oct. 27.

Herndon, Va.—Colchester Bcstg. Corp. 1440 kc, 1 kw D. P.O. address c/o Roy Simmons, 1107 Warner Bldg., Washington, D. C. Estimated construction cost $67,063; first year operating cost $54,000; revenue $69,000. Principals: **Roy Simmons** (50%); **J. Grant Wright, Robert Cotten Jr., William L. Fagg, Eugene F. Renzi, A. Edwin Stern Jr.** (each 8.4%); **John E. Fallon** (7%). Mr. Simmons is attorney; Mr. Wright is attorney and owns 25% of real estate holding company; Mr. Cotten is attorney; Mr. Fagg is retired Air Force officer and is executor-director of trade association for security officers; Mr. Renzi is financial and administrative consultant; Mr. Stern has been assistant program director of WWDC and assistant director at WMAL-TV both Washington, D. C., and owns 95% of restaurant and 40% of equipment firm; Mr. Fallon is economist with Dept. of Defense. Ann. Oct. 26.

Herndon, Va.—Virginia-Potomac Bcstg. Corp. 1440 kc, 5 kw D. P.O. address Gregory Bldg., Herndon. Estimated construction cost $60,269; first year operating cost $30,500; revenue $32,500. Principals: **Huntington Harris, Howard Ross, James H. Symington, Fitzhugh Turner** (each 25%). Mr. Harris is president of press analysis service firm; Captain Ross is airline pilot and owns dairy farm; Mr. Symington is farmer; Mr. Turner is vice president and director of two publishing firms. Ann. Oct. 26.

Existing am stations

ACTIONS BY FCC

WSFB Quitman, Ga.—Granted mod. of cp to specify operating hours on 1490 kc, 250 w D. Action Nov. 1.

KAOK Lake Charles, La.—Granted change of operation on 1400 kc from 250 w, unl. (cp 250 w, 1 kw-LS, DA-D, unl.) to 250 w-N, 1 kw-LS; remote control permitted; engineering condition. Action Nov. 1.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast stations on specified frequencies from Nov. 5, 1961 to March 3, 1962. Action Nov. 1.

KBRL McCook, Neb.—Granted increased power from 1 kw to 5 kw, DA, continued operation on 1300 kc, D; engineering conditions. Action Nov. 1.

KEAN Brownwood, Tex.—Granted change of operation on 1240 kc from 100 w, unl., to 250 w-N, 1 kw-LS; engineering conditions. Action Nov. 1.

KIUN Pecos, Tex.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; engineering conditions; remote control permitted. Action Nov. 1.

KCKG Sonora, Tex.—Granted change of operation on 1240 kc from 250 w, unl., to 250 w-N, 1 kw-LS; remote control permitted; engineering condition. Action Nov. 1.

KXOX Sweetwater, Tex.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; engineering conditions. Action Nov. 1.

APPLICATIONS

KIFN Phoenix, Ariz.—Cp to increase power from 1 kw to 5 kw, install new trans. and DA-D; change ant.-trans. location. Ann. Oct. 27.

KOXR Oxnard, Calif.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw-LS; install new trans., change ant.-trans. location, make changes in DA system (add one tower) and change from DA-D to DA-2. Ann. Oct. 26.

WABR Winter Park, Fla.—Cp to increase hours of operation from D to unl., using power of 1 kw, 5 kw-LS, install DA-N. Ann. Oct. 27.

WEMD Easton, Md.—Cp to increase daytime power from 500 w to 1 kw, make changes in DA system (add one tower) and change from DA-D to DA-2. Requests waiver of Sec. 3.28(c) of rules. Ann. Oct. 26.

WRMT Rocky Mount, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 27.

WETC Wendell-Zebulon, N. C.—Cp to increase power from 250 w to 5 kw, install DA-D and new trans. Ann. Oct. 26.

WETB Johnson City, Tenn.—Cp to change hours from D to unl. using power of 1 kw, 5 kw-LS, install new trans. and DA-2; change ant.-trans. and studio location. Ann. Oct. 26.

CALL LETTERS ASSIGNED

KKHI San Francisco, Calif.—Atlass Bcstg. Inc.; changed from KQBY.

WISK Americus, Ga.—Sumter Bcstg. Co.

KNUI Makawao, Hawaii—Eugene G. Panissidi.

WROZ Evansville, Ind.—J. B. Fuqua; changed from WEOA.

KGLE Glendive, Mont.—King's Garden Inc.

WIRD Lake Placid, N. Y.—WIRY Inc.

WUSM Havelock, N. C.—Radio-Marine.

KTAR Eugene, Ore.—Eugene Bcstrs.

WARO Canonsburg, Pa.—Radio Hill Inc.; changed from WERO.

WXTR Pawtucket, R. I.—Roger Williams Bcstg. Inc.; changed from WPAW.

WMOC Chattanooga, Tenn.—Dick Bcstg. Inc. of Chattanooga; changed from WOGA.

KVPH Canyon, Tex.—W. J. Harpole.

KIXI Renton, Wash.—Cutie Radio Inc.; changed from KUDY.

KQOT Yakima, Wash.—M & W Co.

New fm stations

APPLICATION

Kansas City, Mo.—Heart of America Bcstrs. Inc. 92.3 mc; 32.85 kw. Ant. height above average terrain 56 ft. P.O. address 1012 Baltimore, Kansas City. Estimated construction cost $22,932; first year operating cost $15,000; revenue $15,000. Applicant is licensee of KUDL Kansas City. Ann. Oct. 27.

CALL LETTERS ASSIGNED

KKHI-FM San Francisco, Calif.—Atlass Bcstg. Inc.; changed from KQBY-FM.

WGEE-FM Indianapolis, Ind.—Rollins Bcstg. Inc.

KTAL-FM Texarkana, Tex.—KCMC Inc.; changed from KCMC-FM.

Ownership changes

ACTIONS BY FCC

WSFB Quitman, Ga.—Granted (1) renewal of license and (2) assignment of license to R. B. H. Bcstg. Inc. (William F. Hoopes, J. T. Rowland and Danny E. Bailey); consideration $46,000. Action Nov. 1.

***WNAS (FM) New Albany, Ind.**—Granted (1) renewal of license and (2) assignment of license to New Albany-Floyd County Consolidated School Corp.; consolidation of two school systems. Action Nov. 1.

WIRV Irvine, Ky.—Granted assignment of license from South C. Bevins to James M. Gaskins, trading under same name; consideration one dollar for lease of station's physical property for period of 120 months at $800 per month; upon termination of lease, assignee may purchase equipment for $5,000. Action Nov. 1.

APPLICATIONS

WRKT Cocoa Beach, Fla.—Seeks assignment of license from **Mel Wheeler** to **C. Sweet Smith Jr.**; consideration $120,000. Mr. Smith owns business properties leasing firm and 25% of home construction business. Ann. Oct. 26.

WKEI Kewanee, Ill.—Seeks assignment of license from **Joseph E. McNaughton** (51%), **George Walker** (29%) and **J. Richard Sutter** (20%) to Kewanee Bcstg. Co., new corporation consisting of same principals; no financial consideration involved. Ann. Oct. 27.

KPIG Cedar Rapids, Iowa—Seeks assignment of license from **Cedar Rapids Bcstg. Corp.** to **Ralph J. McElroy** (50%), **Robert Buckmaster** (9.2%) and others, d/b as **Black Hawk Bcstg. Co.**; consideration $195,000. Mr. McElroy owns KAUS and KMMT (TV) Austin, Minn.; Mr. Buckmaster is partner in law firm. Black Hawk Bcstg. Co. is licensee of KWWL-AM-TV Waterloo, Iowa. Ann. Oct. 27.

WRVK Mt. Vernon, Ky.—Seeks transfer of 48.8% of stock in **Renfro Valley Bcstrs. Inc.** from **Tom Hargis** to **John Lair,** present 48.8% owner of licensee; consideration $20,000. Ann. Oct. 27.

KPEL Lafayette, La.—Seeks assignment

23 MAJOR COMPANIES RENEWING COLOR TV SPONSORSHIP

23 major advertisers who sponsored Color TV in 1956 are buying it again in 1961. One more proof that Color delivers the prospects. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

of license from **Pelican Bcstg. Inc.** to **Radio Lafayette Inc.**, consideration $200,000. Assignee's principals: **John H. Hicks Jr., Edward L. Francis** (each 42.5%), **George L. Crouchet Jr.** (15%). Messrs. Hicks and Francis own 50% each of KOLE Port Arthur, Tex.; Mr. Crouchet is vice president and sales manager of KOLE. Ann. Oct. 31.

KROX Crookston, Minn.—Seeks transfer of one-third of stock in **Crookston Bcstg. Co.** from **Arnold F. Petrich** back to corporation; consideration $25,810.10. Ann. Oct. 31.

WMGM New York, N. Y.—Seeks assignment of license from **Loew's Theatres Bcstg. Corp.** to **Storer Radio Inc.**; consideration $10,950,000. Storer stations are WAGA-TV Atlanta, Ga.; WJW-AM-FM-TV Cleveland, Ohio; WJKB-AM-FM-TV Detroit, Mich.; WGBS-AM-FM Miami, Fla.; WITI-TV Milwaukee, Wis.; WSPD-AM-FM-TV Toledo, Ohio, and WWVA-AM-FM Wheeling, W. Va. Ann. Oct. 26.

WJRI Lenoir, N. C.—Seeks assignment of license from **John P. Rabb** (deceased) to **Katherine B. Rabb**, executrix of Mr. Rabb's estate; no financial consideration involved. Ann. Oct. 27.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of WPET Inc. to increase daytime power of WPET Greensboro, N. C., on 950 kc from 500 w to 5 kw, DA, and denied request for waiver of Sec. 3.28(d) (3) of rules for authority to operate nighttime with 5 kw. Chmn. Minow and Comr. Cross dissented to grant. (Text to be printed by GPO in weekly pamphlet). April 5 initial decision looked toward denying application. Action Nov. 1.

■ By decision, commission, after oral argument pursuant to court of appeals remand, (1) granted application of WIBC Inc. for new tv station to operate on ch. 13 in Indianapolis, Ind., and denied application of Crosley Bcstg. Corp. for same facility; (2) and ordered that authority heretofore given to Crosley to continue operation of its station WLWI(TV) on ch. 13 "pending final outcome of further proceedings ordered herein" is terminated effective 3 a.m. EST November 30, 1961. Comrs. Hyde and Cross dissented, latter with statement. Comr. Craven did not participate. Action Oct. 27.

■ Commission gives notice that Aug. 30 initial decision which looked toward granting application of Augustine L. Cavallaro Jr., tr/as College Radio, for new am station to operate on 1430 kc, 5 kw, DA, D, in Amherst, Mass., became effective Oct. 19 pursuant to Sec. 1.153 of rules. Action Oct. 26.

INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y., Farm and Home Bcstg. Co. (WNBT) Wellsboro, Pa., and Radio Station WESB (WESB) Bradford, Pa., for increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each with interference condition. Action Nov. 1.

OTHER ACTONS

M&M Telecasters, Central Coast Tv, Elson Electronics Co., Santa Maria Telecasting Corp., Santa Maria, Calif.—Designated for consolidated hearing applications for new tv stations to operate on ch. 12. Action Nov. 1.

WFUN South Miami, Fla.—Designated for hearing application to change designation of station location to Miami, and studio location from trans. site, southwest of Miami, to the MacArthur Causeway, Miami. Is licensed on 790 kc, 5 kw, DA-2, unl. In event of grant of this application, it would be without prejudice to whatever action commission may deem appropriate with regard to renewal of license of stations WYLD New Orleans, La., and WLOU Louisville, Ky. Action Nov. 1.

Maunaloa Bcstg. Inc., Kealakekua, Hawaii—Granted request for immediate processing of application for new station on 790 kc, 1 kw, unl.; same to be listed on next public notice pursuant to Sec. 1.354(c) of rules. Action Nov. 1.

Higson-Frank Radio Enterprises, S.B.B. Corp., Houston, Tex.—Designated for consolidated hearing applications for new daytime am stations on 1520 kc, Higson-Frank with 250 w(CH) and S.B.B. with 1 kw, D; made KGBC, Galveston, party to proceeding. Action Nov. 1.

■ By memorandum opinion and order, commission denied petition by Massillon Bcstg. Inc., Norwood, Ohio, for enlargement of issues in am consolidated proceeding to include determination whether public service programming needs of Covington, Ky., are presently being satisfied by adjacent standard broadcast stations; dismissed as moot motion by applicant Kenton County Bcstrs, Covington, Ky., to strike Massillon petition. (Massillon's petition was untimely filed, failed to make threshold showing that such evidence would be of decisional significance, and did not support with factual allegations its assertion that existing stations meet programming needs of Covington.) Action Nov. 1.

■ By memorandum opinion and order, commission granted petition by Storer Bcstg. Co. (WSPD) Toledo, Ohio, to extent of modifying construction permit granted Telegraph Herald, for increased daytime power Prairie Radio Corp. (WPRC) Lincoln, Ill., for increased power from 500 w to 1 kw, continued operation on 1370 kc, D to add conditions precluding pre-sunrise operations under provisions of Sec. 3.87 of rules. Action Nov. 1.

■ By memorandum opinion and order, commission granted petition by Storer Bcstg. Co. (WSPD) Toledo, Ohio, to extent of modifying construction permit granted Telegraph Herald increased daytime power of KDTH Dubuque, Iowa, from 1 kw to 5 kw, continued operation on 1370 kc, 1 kw-N, DA-N, engineering condition to add condition precluding pre-sunrise operations under provisions of Sec. 3.87 of rules. Action Nov. 1.

■ By memorandum opinion and order, commission denied petition by Tropical Telecasting Corp. for review of examiner's ruling permitting applicant South Texas Telecasting Inc. (KVDO-TV) to amend its application to show modification of its financing proposal in Corpus Christi, Texas, tv ch. 3 proceeding. Comr. Craven not participating. Action Nov. 1.

■ By order, commission, on its own motion, directed that depositions not be taken in proceeding on revocation of license of KWK Radio Inc.'s am station KWK St. Louis, Mo., pending further order of commission; set aside hearing examiner's order scheduling further hearing on Nov. 6; and ordered that no hearing session shall be scheduled pending commission's further order. Action Nov. 1.

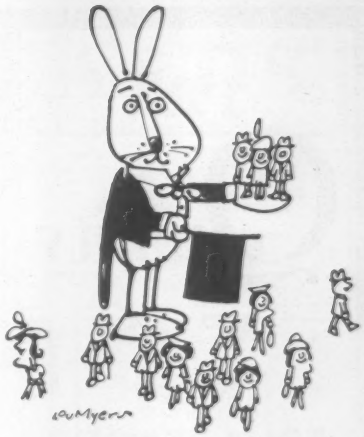
Routine roundup

■ Commission extended for 60 days, from Dec. 4, time for filing comments in general proceeding involving overall policy and technical proposals to aid uhf expansion, which was announced by commission on July 26. Extension does not apply to separate proceedings involving deintermixture proposals to make eight markets uhf and shorter-spaced vhf assignments in eight other markets. Action Nov. 1.

■ Commission instituted rulemaking looking toward adding ch. 24 to Erie, Pa., deleting ch. 66 from that city and deleting ch. 39 from Sharon, Pa., and ch. 28 from Flint, Mich., and deferring consideration of making substitute uhf channels available in Sharon or Flint until decisions are reached in Doc. 14229 concerning future methods of assigning stations on uhf channels. Proposal would require shift from ch. 24 to ch. 34 in St. Thomas, Ontario, and from ch. 27 to ch. 28 in Stratford, Ontario, to which Canada has concurred. Commission preferred this proposal to that of Alfred E. Anscombe (WEPA-TV ch. 66) Erie, who petitioned for assignment of ch. 24 in Erie and substituting ch. 83 for ch. 39 in Sharon, which would have required shift from ch. 24 to ch. 69 in St. Thomas, to which Canadian authorities did not concur. Commission deferred action on Mr. Anscombe's request for issuance of order to show cause why authorization for WEPA-TV should not be modified to specify operation on ch. 24 in lieu of ch. 66. Action Nov. 1.

■ Commission ordered Neighborly Bcstg. Inc. to show cause why license of its fm station WLOV(FM) Cranston, R. I., should not be revoked and to appear at hearing to be held in Providence at time and place to be speciefied later. Licensee appears to have failed to take corrective actions after being informed of various technical violations, to have made certain misrepresentations, either operated with reduced power or was silent more than 10 days in April-May 1961 without authorization, willfully and repeatedly violated or failed to observe specific rules, and may not be financially qualified to operate station. Action Nov. 1.

■ By order, commission denied Oct. 26 joint petition by tv affiliates of ABC, CBS and NBC networks which sought to have commission's order of Oct. 20 (with respect to scheduled Nov. 17 oral argument in tv option time proceeding) modified or clarified to make provision for counsel to re-



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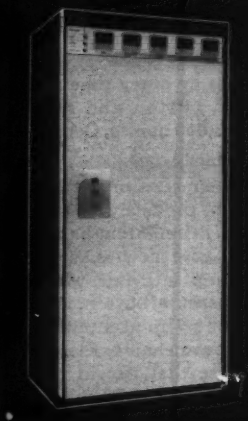

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serve for rebuttal portion of time granted for oral argument. Action Nov. 1.

■ Commission granted motion by Midwest Radio-Tv. Inc. (WCCO) Minneapolis, Minn., and extended to Nov. 6 time for filing responses to petitions for reconsideration of commission's Sept. 14 report and order in matter of clear channel broadcasting in standard broadcast band. Action Oct. 26.

■ Commission granted motion by Broadcasting Co. of the South (WIS-TV ch. 10) Columbia, S. C., and extended to Oct. 31 time for filing responses to petition of Wilton E. Hall (WAIM-TV ch. 40) Anderson, S. C., to amend notice of proposed rulemaking in matter of deintermixture of Columbia, S. C. Action Oct. 24.

■ Commission granted petition by Rocket City Tv Inc. (WAFG-TV ch. 31) Huntsville, Ala., and extended from Oct. 27 to Nov. 17 time for filing comments and from Nov. 6 to Nov. 27 for filing replies in Huntsville, Ala., tv rulemaking proceeding. Action Oct. 24.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Broadcast Bureau and extended to Nov. 3 time to respond to opposition by South Florida Amusement Inc. to Broadcast Bureau's petition for reconsideration in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Oct. 27.

■ Granted petition by Broadcast Bureau and extended to Nov. 16 time to file reply to petition by Jackson Bcstg. & Tv. Corp. (WKHM) Jackson, Mich., to reopen record, exceptions and brief in support of exceptions in proceeding on its am application. Action Oct. 25.

■ Granted petition by Broadcast Bureau and extended to Nov. 6. time to respond to petitions for review in proceeding on applications of Kent-Ravenna Bcstg. Co. for new am station in Kent, Ohio, et al. Action Oct. 25.

■ Granted petition by Broadcast Bureau and extended to Nov. 3 time to respond to motion by Reading Radio Inc. to enlarge issues in proceeding on its application and Hershey Bcstg. Inc. for new fm stations in Reading and Hershey, Pa. Action Oct. 25.

■ Granted petition by applicants and extended to Nov. 13 time for filing replies to exceptions in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Oct. 24.

■ Granted petition by Columbia River Bcstrs. Inc. and extended to Oct. 26 time for filing replies to exceptions in proceeding on its application for new am station in Mount Vernon, Wash. Action Oct. 24.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by New Sounds Bcstg. Corp., for dismissal of its application for new am station in Fort Myers, Fla.; application dismissed with prejudice; retained in hearing status remaining applications in consolidation. Action Oct. 27.

■ Scheduled prehearing conferences for Nov. 22 and hearings for Dec. 15 in proceedings on applications of KOFE Inc. for mod. of license of am station KOFE Pullman, Wash., and WFYC Inc. (WFYC) Alma, Mich. Action Oct. 24.

■ Granted petition by Broadcast Bureau and extended from Oct. 20 to Oct. 27 time for filing proposed findings, from Nov. 3 to Nov. 16 for filing proposed conclusions and reply findings and from Nov. 13 to Nov. 27 for filing reply conclusions in proceeding on applications of Richmond Bcstg. Co. for new am station in Centerville, Ind., et al. Action Oct. 23.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Vernon E. Pressley, Canton, N. C., and continued hearing on issue 10 from Oct. 30 to Nov. 13, with hearing to be held on Oct. 30 on all other issues not heretofore rendered moot in proceeding on Mr. Pressley's am application and Folkways Bcstg. Inc. (WTCW) Whitesburg, Ky. Action Oct. 25.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference held Oct. 27 in proceeding on am application of Radio-Active Bcstg. Inc. (WATO) Oak Ridge, Tenn., scheduling certain procedural dates; continued Nov. 30 hearing to Jan. 4, 1962. Action Oct. 27.

By Hearing Examiner Charles J. Frederick

■ After Oct. 25 prehearing conference in proceeding on applications of Hershey Bcstg. Inc. and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa., scheduled certain procedural dates, and scheduled hearing for Dec. 19 on engineering phases of proceeding in lieu of hearing on all issues scheduled for Nov. 27; dismissed motion by Hershey to enlarge issues without prejudice for movant to file motion directed to proper authority within commission to act upon same. Action Oct. 26.

■ Granted petition by Broadcast Bureau and continued from Oct. 25 to Nov. 13 time to file proposed findings and conclusions in proceeding on application of United Tv. Co. of New Hampshire (WMUR-TV) Manchester, N. H. Action Oct. 26.

■ After Oct. 26 prehearing conference, scheduled certain procedural dates and continued Nov. 29 hearing to Dec. 27 in proceeding on applications of Clarence Everett Jones and Robert S. Taylor for new am stations in St. George and Aiken, S. C. Action Oct. 26.

■ Scheduled oral argument for Nov. 8 on petition by Willamette-Land Tv Inc. for leave to amend its application for new tv station to operate on ch. 3 in Salem, Ore. Action Oct. 24.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Pontotoc Bcstg. Co., Pontotoc, Miss., and extended from Oct. 27 to Oct. 30 time for filing proposed findings and from Nov. 7 to Nov. 13 for replies in proceeding on its am application, et al. Action Oct. 27.

■ Granted petition by Broadcast Bureau and continued from Oct. 25 to Nov. 3 date for notification of witnesses desired for cross-examination and from Nov. 1 to Nov. 13 for hearing in proceeding on applications of Catskills Bcstg. Co. for new am station in Ellenville, N. Y., et al. Action Oct. 25.

■ Upon agreement of parties, continued Nov. 14 hearing to Nov. 21 in proceeding on applications of The Young People's Church of the Air Inc. and WJMJ Bcstg. Corp. for new fm stations in Philadelphia, Pa. Action Oct. 26.

By Hearing Examiner H. Gifford Irion

■ Continued Nov. 30 hearing to Dec. 18 in proceeding on applications of Bloomington Bcstg. Corp. (WJBC-AM-FM), Bloomington, Ill., for mod. of licenses. Action Oct. 25.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Kenosha Bcstg. Inc. requesting hearing examiner to schedule hearing date for Nov. 15, or as soon thereafter as possible in proceeding on its application for new fm station in Kenosha, Wis., and scheduled hearing for Nov. 22, provided that publication requirements of commission's rules are duly and properly complied with. Action Oct. 25.

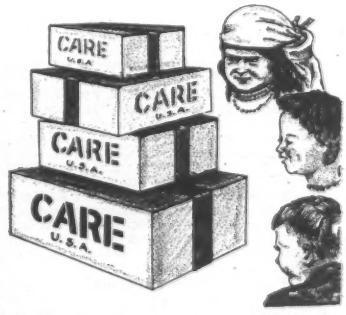
By Hearing Examiner Jay A. Kyle

■ Issued order scheduling certain procedural dates in proceeding on am applications of Radio Alexander City, Alexander City, and Clay Service Corp., Ashland, both Ala.; continued Nov. 27 hearing to Jan. 9, 1962. Action Oct. 27.

■ Upon request by Crosby County Bcstg. Co., continued Nov. 29 hearing to Jan. 16, 1962, in proceeding on its application for new am station in Ralls, Tex. Action Oct. 26.

By Hearing Examiner Forest L. McClenning

■ Granted oral motion by KWK Radio Inc. and changed place of further hearing from



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St. Louis, Mo., to Washington, D. C., to commence Nov. 6, as scheduled, in matter of revocation of license for am station KWK St. Louis. Action Oct. 26.

■ Pursuant to request of parties, scheduled further hearing conference for Oct. 26 in matter of revocation of license of KWK Radio Inc. for KWK St. Louis, Mo. Action Oct. 24.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Oct. 31

KDAK, Central Bcstg. Co., Carrington, N. D.—Granted assignment of cp to company d/b under same name; change from partnership to corporation.

KBMS (FM) Los Angeles, Calif.—Granted mod. of SCA to make changes in transmitting equipment.

WGMR-FM Tyrone, Pa.—Granted mod. of SCA to add sub-carrier frequency of 26 kc.

KCNO Alturas, Calif.—Granted mod. of cp to change type trans.

***WAMU-FM Washington, D. C.**—Granted mod. of cp to increase ERP to 4.1 kw; ant. height 420 ft.

WOXR (FM) Oxford, Ohio—Granted extension of authority to Jan. 2, 1962, to remain silent.

WTRC-FM Elkhart, Ind.—Granted extension of authority to Nov. 20 to remain silent.

WATN Watertown, N. Y.—Granted extension of authority to Jan. 2, 1962 to remain silent.

■ Following stations were granted extensions of completion dates as shown: KCNO Alturas, Calif., to Jan. 2, 1962; WAIM-TV Anderson, S. C., to May 1, 1962; WITI-TV (main trans. & ant.) Milwaukee, Wis., to May 29, 1962; WELI-TV New Haven, Conn., to May 22, 1962.

Actions of Oct. 30

■ Granted cps for following new vhf tv translator stations with provision for multiple final amplifiers: Lyman T. V. Assn. Little America, Lyman and Mt. View, and Lontree, all Wyoming, on chs. 11, 9, and 13, to translate programs of Salt Lake City, Utah stations KUTV (ch. 2), KSL-TV (ch. 5) and KCPX-TV (ch. 4).

Columbia Empire Bcstg. Corp., Prosser-Whitstran, Wash.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KNDO (ch. 23) Yakima, Wash.

National Bcstg. Co., New York, N. Y.—Granted extension of authority to Sept. 15, 1962 to transmit programs to stations under the control of Canadian Broadcast Corp. or to any licensed station in Canada whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WHOA San Juan, P. R.—Granted cp to install new trans. with remote control operation.

KMID-TV Midland, Tex.—Granted cp to change trans. location, ant. height to 1,050 ft., and make other ant. changes.

■ Granted mod. of cps to change type trans. for following stations: KWLW Nampa, Idaho; KPOL Los Angeles, Calif., (one main trans.) and side mount fm ant. on no. 2 tower; conditions; WDJS Mount Olive, N. C.; WVLK-FM Lexington, Ky., conditions.

■ Following stations were granted extensions of completion dates as shown: WSVI (TV) St. Croix, V. I., to April 27, 1962; KVLS (TV) Flagstaff, Ariz., to May 8, 1962; KAIT-TV Jonesboro, Ark., to May 8, 1962; KGRB West Covina, Calif., to April 28, 1962; KHAI Honolulu, Hawaii, to March 31, 1962; WVLK-FM Lexington, Ky., to Dec. 15; WDJS Mount Olive, N. C., to Dec. 23; KPOL Los Angeles, Calif. to Dec. 8.

WIGL Superior, Wis.—Granted change of remote control authority.

Actions of Oct. 27

WMCA New York, N. Y.—Granted involuntary transfer of control from Nathan Straus to The Bank of New York and Helen Sachs Straus, executors of estate of Nathan Straus.

WBNY Buffalo, N. Y.—Granted involuntary transfer of control of WMCA Inc. from Nathan Straus to The Bank of New York and Helen Sachs Straus, executors of estate of Nathan Straus.

WMNE, Menomonie Bcstg. Co., Menomonie, Wis.—Granted involuntary assignment of license to Chris Hansen, Henry W. Overbeck, administrator of estate of Charles Whitford, deceased, and Wendell Hansen d/b under same name.

KRDO-AM-TV Colorado Springs, Colo.—Granted acquisition of positive control by Harry W. Hoth Jr. and Joan G. Hoth through purchase of stock from Harry C. Hoth.

WABF Fairhope, Ala.—Granted license for am station.

KROD El Paso, Tex.—Granted mod. of license to operate trans. by remote control using DA nighttime; conditions.

■ Granted cps for following uhf tv translator stations: Northwest Publications Inc. on ch. 74 Grand Marais, Minn., to translate programs of WDSM-TV (ch. 6) Superior, Wis.; KDAL Inc. on ch. 70 Grand Marais, Minn. (KDAL-TV ch. 3) Duluth, Minn.

■ Granted cps for following new vhf tv translator stations: Ark Valley Tv Inc., on ch. 3, 7 and 9 Lamar, Colo. to translate programs of KKTV ch. 11, KRDO-TV ch. 13 Colorado Springs, Colo., and KCSJ-TV ch. 5 Pueblo, Colo.

WAGR Lumberton, N. C.—Granted cp to change ant.-trans. location, make changes in ant. system (increase height) and ground system; condition.

WHLI-FM Hempstead, N. Y.—Granted cp to install new ant.

WNBT Wellsboro, Pa.—Granted cp to install new type trans.

KPOL Los Angeles, Calif.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

WOKE Charleston, S. C.—Granted cp to install old trans. as auxiliary trans.; remote control permitted.

KFPW Fort Smith, Ark.—Granted cp to install old main trans. as auxiliary trans. for daytime and alternate main trans. for nighttime.

KUGN Eugene, Ore.—Granted cp to install auxiliary trans.

WGVM Greenville, Miss.—Granted cp to install old main trans. as auxiliary trans.; remote control permitted.

WMUU Greenville, S. C.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

WNEB Worcester, Mass.—Granted cp to install old main trans. as auxiliary trans.; remote control permitted.

KACL Santa Barbara, Calif.—Granted mod. of cp to change trans. location; condition.

KUXL Golden Valley, Minn.—Granted mod. of cp for change in type trans. and specify main studio location; remote control permitted.

KFMF (FM) Fort Worth, Tex.—Granted mod. of cp to increase ERP to 2.9 kw; decrease ant. height to 165 ft.; change ant.-trans. location and main studio location; change ant. system and type ant. and deletion of remote control operation; conditions.

KGO San Francisco, Calif.—Granted mod. of cp to change power of auxiliary trans. from 5 kw to 10 kw.

WAKE Atlanta, Ga.—Granted mod. of cp to change type trans.

KMBY Monterey, Calif.—Granted mod. of cp to change type trans.

KRIC Beaumont, Tex.—Granted mod. of cp to change type trans.

WABF, Price Bcstg. Corp., Fairhope, Ala.—Granted mod. of cp to change corporate name to Eastern Shore Bcstg. Inc.

■ Granted mod. of cps to change type trans. for following stations: WMIX Mt. Vernon, Ill.; WKAK (FM) Kankakee, Ill.; KSIW Woodward, Okla.; Cambria County Bcstg. Co., Ebensburg, Pa.

WGMM Millington, Tenn.—Granted mod. of cp to change ant.-trans. and main studio locations.

■ Following stations were granted extensions of completion dates as shown: KFMF (FM) Fort Worth, Tex., to March 13, 1962; WSBA-FM York, Pa., to March 1, 1962; KHCB-FM Houston, Tex., to March 1, 1962; KGMO Cape Girardeau, Mo., to Dec. 15; WGPR (FM) Detroit, Mich., to Jan. 2, 1962; KTUR Turlock, Calif., to March 31, 1962, and WKBC-FM North Wilkesboro, N. C., to March 1, 1962.

■ Granted CPs for following new vhf tv translator stations: Hinsdale tv Club on

Continued on page 111

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 2

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,601	52	97	853
FM	874	56	166	174
TV	487[1]	68	82	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 2

	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	39	18	57

COMMERCIAL STATION BOXSCORE

Compiled by FCC Sept. 30

	AM	FM	TV
Licensed (all on air)	3,600	876	487[1]
Cps on air (new stations)	35	45	59
Cps not on air (new stations)	154	193	92
Total authorized stations	3,789	1,114	657
Applications for new stations (not in hearing)	532	98	32
Applications for new stations (in hearing)	166	26	43
Total applications for new stations	698	124	75
Applications for major changes (not in hearing)	504	71	41
Applications for major changes (in hearing)	116	7	13
Total applications for major changes	620	78	44
Licenses deleted	0	2	0
Cps deleted	1	0	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

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Sales: Earn $7,500 plus. Guarantee to start. Substantial account list furnished. Experienced self-starter required, family man desired. Midwest fast growing community. Box 596H, BROADCASTING.

Salesman for eastern metropolitan market. Chance to make good money and chance for advancement to more lucrative position. Station has very good standing in market. Send complete resume. Box 629H, BROADCASTING.

Salesmanager—for a well established full time New England radio station. Idea man, alert, hard working and aggressive organizer. Must be able to come up with ideas, train salesman and sell on his own. Very competitive market but good opportunity. Box 687H, BROADCASTING.

Sales-operation manager (plus two salesmen) for new (now building) 1-kw-D central atlantic-medium market. Send full resume-photo to Box 729H, BROADCASTING.

Florida. $100 week plus 15%. On collected revenue of $500 per week you get $175.00. On $800 per week you get $220.00. On $1500 per week you get $325.00 per week. Territory unlimited so sky's the limit. Competitive medium metro market on east coast. At least 2 years fulltime radio sales experience. No beginners please. Airmail resume to Box 732H, BROADCASTING.

Needed immediately a announcer who desires sales experience or announcer with sales experience who is looking for stable organization. Will pay good salary, plus commission to the right man. Radio station, KLEX, Box 358, Lexington, Missouri.

KOLT, 5 kw CBS needs salesman. Prefer first phone combo-man and man from midwest or Rocky Mountain area. Send photo, tape, resume. KOLT, Scottsbluff, Nebraska.

WCLW . . . 1000 watts . . . 1570 kc. Mature, stable people desired for permanent employment. Engineer-announcer first class license either good or light announcing. Also good announcer or announcer that can be trained. Salesman desired. Copy writer desired. Send all information in first and tape to WCLW, 771 McPherson Street, Mansfield, Ohio.

Suburban Chicago—combo. First class license. Permanent. Open now. $125.00 per week. Complete information and tape to WEAW, Evanston, Illinois.

Unusual opportunity for advancement in sales with new station in metropolitan market. Resume and photo to H. Behre, WERA, Plainfield, New Jersey.

Help Wanted—(Cont'd)

Announcers

Country music dj personality for board shift and part time selling. Florida fulltime all country music station offers wonderful opportunity for a dj who loves country music. Tape, resume to Box 374H, BROADCASTING.

Negro newsman—Major eastern market. Live wire, experienced. Writing, gathering "beep" tapes. Resume and tapes to Box 588H, BROADCASTING.

DJ with first class ticket. Emphasis on announcing. Personality and ideas. Top job with top station in market. Box 652H, BROADCASTING.

Immediate opening for experienced newsman in Pennsylvania. Send details of experience and salary expected. Box 661H, BROADCASTING.

Morning man wanted, small market northern N. Y. adult format progressive operation. Experienced air-salesman only. Immediate opening. Send tape, picture and resume to Box 673H, BROADCASTING.

Southeastern New England "good music" station will have December 1st opening for staff announcer. Must have ability in both dj and newswork. Starting salary $85. Send resume and tape to Box 680H, BROADCASTING.

Announcer-engineer to assume staff duties and some maintenance. Must be good announcer, fair technician. Central Atlantic state, tape, photo, resume first letter. Will return. Station plays good pop, c&w music. No r&r. Character and credit references required. Good opportunity for right man. Average salary to start. If you have a ticket and a good voice, don't miss this one. Box 693H, BROADCASTING.

Announcer with well-rounded experience for southwest network station. Box 714H, BROADCASTING.

Experienced morning man with vim, vigor and understanding of good sound programming. Immediate opening at station in upper Great Lakes region. Good starting salary. Send tape and resume. Box 730H, BROADCASTING.

Immediate opening for program director and maintenance engineer-announcer combination. Need all information, first letter plus audition. Box 734H, BROADCASTING.

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and performance. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer for fm station in major eastern market. Experienced operating board. $100 per week. Send tape and resume to Box 748H, BROADCASTING. Tapes will be kept on file by station.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

First phone announcer minimum three years air experience, remote control operation, good music format. Salary open, contact James Jae, KHMO, Hannibal, Missouri.

Wanted: 1 Announcer-salesman for small market station in northeast Wyoming. Prefer single man with experience but will answer all applications. Group insurance plan. Send complete resume, tape, picture and salary requirements to station manager, radio station KIML, Box 277, Gillette, Wyoming.

Help Wanted—(Cont'd)

Announcers

Immediate opening for strong morning announcer. CBS station with adult music. Send tape and resume to KILO, Grand Forks, North Dakota.

Needed immediately a announcer who desires sales experience or announcer with sales experience who is looking for stable organization. Will pay good salary, plus commission to the right man. Radio station, KLEX, Box 358, Lexington, Missouri.

Operator-announcer with car, 1st class license, maintenance experience, permanent position. KOAL, Price, Utah.

Wanted announcer with first class license, emphasis on announcing. Light technical maintenance work. Send tape and resume to Aubry Mays, KTFO, Box 308, Seminole, Texas. Phone, PL 8-3798.

Wanted staff announcer for good music station—immediate opening. Personality preferred, good pay, benefits. Send tape and resume to WANE, Fort Wayne, Indiana.

Combination announcer-engineer . . . 1st phone . . . air shift and maintenance . . . top station in area offers much opportunity. Call or write Don MacLachlan, FEderal 1-6300 . . . WBAZ, Kingston, New York.

Evening announcer with first phone, maintenance and technical secondary. Good popular music format, up and coming station in expanding market. Good salary for right man. Send tape and resume, or call: Mr. Halle, WBBX, Portsmouth, New Hampshire.

WCLW . . . 1000 watts . . . 1570 kc. Mature, stable people desired for permanent employment. Engineer-announcer first class license either good or light announcing. Also good announcer or announcer that can be trained. Salesman desired. Copy writer desired. Send all information in first letter and tape to WCLW, 771 McPherson Street, Mansfield, Ohio.

Immediate opening. announcer with 1st phone for night shift. No maintenance, must have good voice. Send tape, resume, salary to: Jim Conner, WEAT Radio, P.O. Box 70, West Palm Beach, Florida.

Suburban & Chicago—Completing increase to 5 kw. Need experienced successful salesmen desirous of "moving up." Permanent. 25% commission—advance. Send full details first letter. WEAW, Evanston, Illinois.

The boys with the steel helmets are closing in! Suburban northern Virginia daytimer losing staff to over zealous draft board. Need swinging, bright announcers: No screaming, just happy, up-tempo fun format. Station 40 minutes from D. C. Great opportunity if you swing right, so does salary. Send tape, resume to WEER, Warrenton, Virginia.

Good announcer needed by expanding organization. Experience, or college training necessary. Send tape, picture, background to WGAD, Gadsden, Alabama.

Newsman with good reporting sense, authoritative voice for active news department needed for immediate opening. Send tape and resume, or contact by telephone Mr. Bill Frink, Program Director, WIMA Radio, Lima, Ohio, immediately.

An experienced, well paced morning man can do well in Madison, Wisconsin if he sounds mature yet bright and exciting. Send tape and resume to Chuck Mefford, WISM.

Help Wanted—(Cont'd)

Announcers

Michigan daytimer—network affiliate has opening for 1st phone announcer. Prefer family man. Local news experience—permanent employment for competent man. Personal interview necessary. First send tape, resume, salary requirements. J. F. Marzke, WJUD, St. Johns, Michigan.

Announcer to host night-time good music shows, WKRG, Mobile, Alabama.

Immediate opening, experienced staff man. Must sound alive, give authoritative news and run tight air show. Rush tape, resume, salary requirements to Program Director, WTHT, Hazelton, Pennsylvania.

Adult appeal morning man. Experienced. Requirements rigid. $85 start. Call, write pd, WTXL, West Springfield, Massachusetts. REpublic 9-4768.

Newsman with mature, authoritative delivery for opening on world's only all-news radio station. Send tape, resume to Russ Barnett, XTRA News, 5106 Federal Blvd., Suite 203, San Diego 14, California.

Announcer, first phone, no maintenance. 5000 watt independent. Short board shift. Send tape, resume to Box 972, Laramie, Wyoming. FR 5-4888.

Wanted immediately, experienced first phone announcer. Good music operation. Mature voice—$95.00 to start. Phone Sarasota, Florida 955-2567.

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter. Box 490H, BROADCASTING.

Recording Studios, Philadelphia area requires thoroughly experienced control room engineer for live talent production. Disc or magnetic-film experience desirable. Box 599H, BROADCASTING.

Combo/first class. Evening show and routine maintenance. Southeast. Box 681H, BROADCASTING.

Chief engineer-announcer for stable Indiana station. Opening available after January 1. Send engineering experience references, salary requirements and tape now. All considered, and tapes will be returned. Box 682H, BROADCASTING.

Chief engineer. West Virginia. Must be familiar with automatic tape machines. Send resume and salary requirement. Box 695H, BROADCASTING.

Opening-chief engineer. Strong on maintenance. Capable to do board shift. Minnesota fulltime operation. Single station market. Complete details. Tape, picture. Box 724H, BROADCASTING.

Good news man wanted by one of the finest small station operations in USA, located in So. California desert, with the greatest weather around. Captive audience, no newspaper or other radio competition. Over, 25,000 people rely on us as only source for daily news. Want man to take charge news operation. Must be good writer-reporter, as well as air man. Typing as readable to others as to self. Complete data and tape, minimum salary . . . KDHI, Twentynine Palms, California.

Chief engineer, Detroit suburban am and fm. New studios. Growing chain. Write or call manager, WBRB, Mount Clemens, Michigan.

WCLW . . . 1000 watts . . . 1570 kc. Mature, stable people desired for permanent employment. Engineer-announcer first class license either good or light announcing. Also good announcer or announcer that can be trained. Salesman desired. Copy writer desired. Send all information in first and tape to WCLW, 771 McPherson Street, Mansfield, Ohio.

Help Wanted—(Cont'd)

Technical

Suburban Chicago—combo. First class license. Permanent. Open now. $125.00 per week. Complete information and tape to WEAW, Evanston, Illinois.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Operations manager wanted by eastern metropolitan market. Must understand station operations. Thoroughly experienced. Must have good references and send resume. Box 630H, BROADCASTING.

Girl Friday for Florida coastal medium-market network station. Personable, capable, dependable, write creative copy, some traffic, type logs, simple bookkeeping knowledge helpful. Enclose photo and references and salary requirement. Box 696H, BROADCASTING.

Mid-atlantic. Operation manager for independent. Experienced in traffic, copy, at all phases station operation. Send resume, photo and expected salary to Box 744H, BROADCASTING.

Newsman for local news operation. Top pay for market. Tape, resume, and picture to KBRZ, Freeport, Texas.

Experienced farm director with big and practical ideas on agricultural broadcasting. For big and practical KSOO Sioux Falls, South Dakota. Sales and tv opportunity can be yours in addition. Here's a real job with great future. Resume and tape to Ray Loftesness KSOO, Sioux Falls, South Dakota.

Wanted: Copy-writer with screwball imagination. Must be able to write unusual production spots that sell. Send complete resume with examples of work to Henry Beam, WAAY Radio, P.O. Box 986, Huntsville, Alabama.

Immediate opening. Top 40 production man with originality and ideas. Must have tape to prove it. Send photo, tape, background to Bill Frosch, WISH, Indianapolis.

You'll love the advantages of living in Madison, Wisconsin and working for top rated station at top salary. If you can write creative and clever copy yet handle routine, send resume and sample copy to Chuck Mefford, WISM.

RADIO

SITUATIONS WANTED

Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 409H, BROADCASTING.

I'm a wanted man . . . Salesmanager, top 50 market. Loyal and dynamic, outstanding track record in highly competitive market, have figures. Present AAA-I rated employer wants me—but I want opportunity for greater growth . . . perhaps you need a wanted man. Box 504H, BROADCASTING.

Win half the battle with programming. We are prepared to take over all programming at your small or medium market AM station or major market FM. Two men—first phone, major market experience in announcing, news, copy, engineering, program management. Box 688H, BROADCASTING.

Does your station suffer from . . . a lack of inspired management a void of new ideas; undeveloped potential. For complete relief write Box 704H, BROADCASTING.

Qualified responsible position manager, sales manager adult programmed community station. Box 709H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Available soon due to pending sale of station. Best references. Present owner and previous associations. First phone. 15 years experience. Want management . . . would consider agency association. Box 711H, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top pop artists-all labels-mailings 3 times a week-two week trial-no obligation. T. R. Productions, 830 Market, San Francisco, California.

Sales

Ambitious, creative salesman; 4 years experience; married, college graduate, draft deferred; also do sports. Currently employed. Midwest preferred but will consider others. Box 692H, BROADCASTING.

Announcers

DJ, announcer, newscaster. experienced. Do tight work, run board. Sportscaster. Box 562H, BROADCASTING.

Announcer with writing, sales and production experience. Single, 35 years of age. Canadian. Now employed with U. S. tv and radio school. Interested in joining progressive network affiliate. Box 602H, BROADCASTING.

Announcer-account executive: Available January, experienced. College, professional training, veteran. No military obligation, desire news exposure. Box 606H, BROADCASTING.

Announcer—disk jockey, young, some experience. Prefer eastern seaboard, desire to settle down. Box 645H, BROADCASTING.

Radio-tv announcer seeks position in New England. Married, steady. Box 653H, BROADCASTING.

Canadian—17 years as newscaster, writer, program director, commercials . . . deejay. Also tv newscaster. Looking for berth in Florida or other southern state. Info on request. Write Box 657H, BROADCASTING.

Two weeks free! Ambitious beginner. 3rd. phone. Good voice, strong with commercials. news, music. Tape available. Box 685H, BROADCASTING.

From the tiny acorn doth the mighty oak tree grow. I'm a nut on the rise too. Let's air my pains (growing) on your station. Ticket? One first phone. One laundry, two speeding. Salary? Mercy, yes $85. Type? Top 40. Box 686H, BROADCASTING.

P.D., eight years experience all phases. Play-by-play—first phone, quality voice. Family man, seeking greater opportunities. Box 689H, BROADCASTING.

Attention midwest markets. Top rated morning man, 5 years experience. Smooth, tight format. No screamer. References. Box 670H, BROADCASTING.

Former jazz disc-jockey looking perhaps in vain for air-work that will permit him to play jazz. Will also sell if permitted, now working for rock station. Box 671H, BROADCASTING.

Looking for all night show in relatively large market. Have worked as disc jockey for over eight years. Married with family. Not a floater. Have worked all night stint at major station in major market over 4 years. Box 672H, BROADCASTING.

Sportscaster-salesman. Thorough knowledge all phases broadcast industry. Award winning play-by-play man, 8 years experience. Consider all replies. Box 674H, BROADCASTING.

Announcer, young, single. Good voice. Some experience. Midwest. Tape, resume or personal interview upon request. Box 676H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sportscaster. Excellent basketball play-by-play. Available immediately. Salary open. Box 677H, BROADCASTING.

Announcer-dj. AM-TV. Experience runs gamut of Tcnaikowsky to Tchubby Tchecker. Top ratings and top money in 1,500,000 market. Minimum $150. Box 678H, BROADCASTING.

College grad, 22 years old, looking for beginner job as announcer, newsman, dj. Relocate anywhere. Box 694H, BROADCASTING.

1st phone for combo work or transmitter shift, limited experience. Box 697H, BROADCASTING.

Basketball announcer (Detroit employed) available high school-college season. Michigan-Ohio, freelance basis. Box 698H, BROADCASTING.

Adults only. A personality who can make you money. Family. Broadcasting 21 years. Box 700H, BROADCASTING.

Presently employed reliable, friendly, good engineer. Weekend announcer . . . four years experience. Available. Box 703H, BROADCASTING.

Want a good "good morning" man who also doubles in tv? (TV optional). 25, single, good voice, humor, bright happy mature sound. Now top 40 in top 10 market, will move to good music format with adult audience. Top 20 markets only please. Box 705H, BROADCASTING.

Announcer, 6 years experience, 27, married, 4 years college. Desire permanent position with conservative station. Box 706H, BROADCASTING.

Outstanding personality, 6 years, finest references. Age 26. Expecting first child this spring. Minimum $150 to support it. Box 707H, BROADCASTING.

DJ, thoroughly trained, board, news. Eager, creative, hard working, cheap. Box 710H, BROADCASTING.

Program director, experienced, good music, similar operation. Good air work. Box 718H, BROADCASTING.

Top sportscaster looking for sports minded station. Finest of references. Box 720H, BROADCASTING.

First phone personality dj. College, experience, draft exempt. Available immediately. Box 721H, BROADCASTING.

Experienced Negro announcer 2 years commercial experience. Does everything well. Tape on request. Box 722H, BROADCASTING.

Experienced personality for top 40 or adult format. Presently employed as morning man & sports director. Have play-by-play experience. Prefer New York, Pennsylvania, New Jersey area. Box 723H, BROADCASTING.

Ambitious announcer, dj, fast board, experienced, newscaster. Family man . . . will travel. Box 738H, BROADCASTING.

8 years. Formula personality. Major markets only. Box 725H, BROADCASTING.

Experienced, bright, happy sounding announcer seeks stable position with your station. Tight board . . . no floater. Box 739H, BROADCASTING.

DJ announcer and fully experienced. Fast board capacity. Family man. Box 740H, BROADCASTING.

Announcer and air personality experienced. Married and want to become part of your community. Box 746H, BROADCASTING.

DJ—promotion man with 4 years experience . . . excellent references. Write Box 752H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young sports director who really knows sports desiring to move up. Play-by-play football, basketball, baseball. 2½ years experience. Would also like dj work, can run good smooth board. Have worked 1 year adult, 1 year top 40. Married, hard worker, will travel. Presently employed. Box 753H, BROADCASTING.

Million market professional seeking larger opportunity. Currently prime-time performer on nationally important station. Well-paced showmanship geared to big-time adult radio. One of the best!. $15,000 minimum. Box 756H, BROADCASTING.

Experienced radio/newspaper farm editor, all-round broadcaster, display as sales, interested in substantial radio and/or newspaper position. Broadcaster, 827 Highland Oaks Drive, Dallas 32, Texas.

All-night or FMer's: Interview show and/or music (big bands-combos). 9 years experience. BA. #3 FCC. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

Texas 1st phone. Experienced, family, and one of you out there needs me. 2300 Glendale, PI 2-5822 Waco.

Talent-imagination-loyalty—that's what past employers say about this 28 year old draft exempt veteran who is married, has 6 years experience in modern radio as pd, nd, dj and has always had or created a number 1 pulse rating in medium or large market. Looking for organization where he can settle. Minimum salary $150 per week. Available immediately. Call 853-5635 or write Frank Malone, 6503D Military Highway, Norfolk, Virginia.

Combo-man with limited experience desires station in Florida or surrounding states. Mature with liking for good music. Fair announcer with first phone. Bob Mundy, 1250 Emeralda Drive, Orlando, Florida.

Two years experience, 18 months as Chicago's midnight flyer. Prefer a good music, public relations, production minded station. Family and I need $100+. Rick Wade, 132 N. Leamington, Chicago, Illinois. ES 8-8137.

Technical

Experienced, chief engineer, will move anywhere for the right job. Working. LI 7-1714, Alabama City, Alabama.

Chief engineer. Relief announcer. am-fm-tv. Indiana-Illinois or Kentucky area. Available immediately. D. T. Gardiner—R.R. #3 Jasper, Indiana. Phone 022y1.

C.E. 4 years. 1 kw daytime. No announcing. Available. Anthony Ostopoff, P.O. Box 3681, Charlotte 3, North Carolina. Phone 334-2661.

Production—Programming, Others

Newsman — experienced, competent all phases news operation. Seeking station with mature news concept. Tape, resume, references. Box 586H, BROADCASTING.

News or public affairs director. Radio and/or television. National award winner. Special events, documentaries, public affairs, editorials. References. Now 50 kw. Box 607H, BROADCASTING.

Program manager and/or operations manager—over eight years in production and operations—four years programming. Excellent references. Prefer west or southwest. Box 636H, BROADCASTING.

Six years experience news. Film, camera, production and photography. Box 679H, BROADCASTING.

Experienced news director with proved news-in-depth record in competitive markets. Top airwork, references. Box 684H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Film editor available December 1st. 10 years in tv—5 in radio. Mature, sober, reliable male. Up thru the ranks. Can operate your film library on small budget. Can double as announcer, actor, film technician. Must move to warm climate, southeast, southwest or far west. Box 690H, BROADCASTING.

Experienced woman tv and radio personality available immediately-prefer N.E. Highest references—"on camera" interviews, commercials, special events, model clothing-remotes-write copy. Interested in opportunity. Box 699H, BROADCASTING.

TELEVISION

Help Wanted—Sales

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Announcers

Network affiliate—south. If you have ability as a tv announcer to portray sincerity, salesmanship, authority, send resume, tape, photo to Box 589H, BROADCASTING. Could be excellent opportunity for one not now in tv.

Sports Director for midwest radio-tv combination. Duties call for play-by-play, regular tv sports show and some news work. Send background resume with tape and picture if possible. Box 728H, BROADCASTING.

VHF all networks need all-around tv announcer for on-camera commercial news, emcee, sports, etc. Prefer background in secondary market tv. Top radio man without tv experience could qualify. Opportunity to advance in production and directing. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, Channel 7, Box 957, Tyler, Texas.

Technical

Maintenance technician—maximum power vhf tv station in city of culture and tradition. Chesapeake Bay and mountains nearby offer wide variety recreation. Small technical staff being beefed up. Rapid advancement for man who demonstrates know-how and leadership. Can't use beginners, mail order students or drifters. Box 603H, BROADCASTING.

Southwest growing vhf station needs engineer with first phone-experienced in studio or transmitter operation and maintenance. Good pay. Send resume to Box 608H, BROADCASTING.

Transmitter operator some experience necessary. Small station, Rocky Mountain area. Also opening for video switcher-director. Prefer licensed man. State salary and availability first letter. Box 610H, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas vhf. Box 715H, BROADCASTING.

Have immediate opening for chief engineer at small market vhf station in upper northeast. Must be experienced, strong on maintenance. Good pay to right man. Box 743H, BROADCASTING.

Transmitter operator for KMVI-TV, Maui. Television experience not necessary, but valid first class radio-telephone license is essential. Work 40 hours in three days, four days off each week. Write or call KMVI-TV, Wailuku, Maui, Hawaii.

TV transmitter engineer, first phone license, no experience necessary. Contact Jerry E. Smith, V.P. for Engineering, P.O. Box 840, Corpus Christi, Texas.

Help Wanted—(Cont'd)

Production—Programming, Others

Producer-director. Excellent production opportunity with leading midwestern tv station doing above average live program schedule. Production experience required, good creative background desirable. Send detailed resume and salary requirements to Box 390H, BROADCASTING.

TV production, news and film people have an opportunity in California. See ad in display column under Television Help Wanted Management.

TELEVISION

SITUATIONS WANTED

Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 410H, BROADCASTING.

TV sales manager wants to relocate in tv or radio. Eight years of solid, successful sales background through the ranks, including local, regional and national. Agency experience. Will manage local sales department and sell regional and national. Midwest market preferred. Box 638H, BROADCASTING.

Salesmanager or salesman. Somewhere there is an ethical, reliable, stable, honestly-run tv station that needs a salesmanager with the same qualifications. I've had sixteen years experience, from radio announcer, thru radio management, local, regional, national tv sales to general sales manager major tv market. After being led astray by half truths, unkept promises and dollar signs, I now only want the opportunity to get back on the right track with a good station, and show you what I can do. Since I'm in a spot (available immediately in other words) I'll consider any type sales from local up if there is an honest chance for advancement. Minimum $10,000.00. Let's talk it over. Box 751H, BROADCASTING.

Announcers

14 years experience—announcer tv and radio. 35, family, employed—want change. 1st phone. Box 716H, BROADCASTING.

East-Midwest: TV annor, 11 years radio/tv seeks major market. Rehearses all spots live or booth. References personality, character ability. Box 717H, BROADCASTING.

Attention major markets. Have talent and have proven it. Want up and permanency. 8 years-midwest trained, seen and heard on net, 31, family man. Box 726H, BROADCASTING.

Technical

Three years experience. First phone. Looking for opportunity to grow with new tv station. Prefer midwest or northern Florida. Write Box 750H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Wanted: Radio or television news position. Experienced news editor at midwest television station with public relations director's background available for immediate relocation. 30 years of age, married, one-child. Presently on-camera with local news which includes police and general assignment coverage. Box 712H, BROADCASTING.

Have: first ticket, experience, desire, education, family. Know: production, coordination, promotion, direction, sales. Am: 27, employed, energetic, yankee leader; jaycee. Want: Permanent home, incentive, white Christmas. Box 713H, BROADCASTING.

Production manager seeking advancement. Journalism degree. Thoroughly experienced. Married. Veteran. Box 727H, BROADCASTING.

Two talents with 30 min. proven kids show pilot. Thirteen years experience. TV producing-directing, announcing, news-casting-writing, promotion, technical, sales. Radio dj, technical. Box 733H, BROADCASTING.

FOR SALE

Equipment

For sale as a package or separately. 250 watt GE transmitter, duel GE console, GE limiter amplified—two presto turn tables good condition. Box 615H, BROADCASTING.

RCA MI-7330 50 kw short wave broadcast transmitter, 6 to 22 mc. For further details Box 640H, BROADCASTING.

Used general precision lab-16mm Kinescope recorder—latest model—electronics in good condition. Camera not used since being placed in new condition by factory. Contact Box 742H, BROADCASTING.

PT-6-JA-H magnecord recorder . . . 3-channel amplifier and cases. Good condition. $300.00. Box 757H, BROADCASTING.

For sale one Magnecorder Recorder model PT63AH complete with case amplifier and playback. Excellent condition. Priced $250.00 fob KGKL, Box 1878, San Angelo, Texas.

2 automatic (45 rpm) turntables & controls (BQ-103 RCA) 2 turntable Equalizing pre-amplifiers (BA-26A RCA). One turntable with controls and pre-amplifier priced at $995.00. This equipment used only four months. Both machines are equipped with remote control cueing. For inspection and contact, write or call WEAM, 1515 N. Court House Rd., Arlington, Va. Jackson 7-7100.

Ampex 351-2P (portable). Machine delivered new in June, '61 is in perfect condition. Ideal for multiplex playback or stereo recording and playback. $1,795.00 fob Portland, Oregon. Donald H. Bueerman, 220 Equitable Building, Portland 4, Oregon. CA 6-6571.

1302-2 Andrews antenna. Make offer. Used only for laboratory tests. 250 AM transmitter best offer. Electronic Research, Inc., 700 Sparrow Road, Norfolk, Virginia.

For Sale—(Cont'd)

Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Tapak newscaster with duplex transistorized playback built in. Recently overhauled at factory. First check for $75.00 takes it. Box 691, St. Louis 88, Missouri.

WANTED TO BUY

Equipment

Used equipment for 50,000 watts. Need everything including 450 foot antennas. Quote particulars and price. Box 719H, BROADCASTING.

Good used RCA TK-41 color camera . . . contact Box 741H, BROADCASTING.

We are interested in purchasing 241-B type tubes. If you have this type tube, still in operating condition, send information to radio station KFUO, 801 DeMun, St. Louis 5, Missouri.

Need transport for Magnecord PT6. Also complete Magnecord P60 or P75 either monaural or stereo. State price and condition in first letter. Box 691, St. Louis 88, Missouri.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Wanted: Frequency monitor, modulation monitor, limiting amplifier, turn table and tower. Radio Summerville, Inc., Box 384, Summerville, South Carolina.

WANTED TO BUY

Stations

Radio station in Ohio, Indiana, Illinois, Michigan or Wisconsin. Have $30,000 down, Send details. Box 522H, BROADCASTING.

$50,000 cash as down payment on a struggling metropolitan or profitable medium market operation. All considered. Confidence assured. Box 528H, BROADCASTING.

Wanted to buy an individual: Radio station in Wisconsin or Minnesota. Size not a factor. Will pay cash or any way seller desires. Please give full particulars about the property. Write Box 691H, BROADCASTING.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MANAGER WANTED

Indiana 1,000 watt fulltime, city of 100,000, wants a man who is currently employed as manager. Good executive and good salesman (must handle $50,000.00 himself in local billing). Know sales nationally. Must have social wife so couple can fit into community fast. Must know all about running a radio station, handling personnel, FCC rules, etc. Must have good background and lots of radio references. All info confidential. Air mail picture and complete story to *Box 617H, BROADCASTING.* HARD WORKER WHO WANTS TO ADVANCE and MAKE $15,000.00 Plus Now, and $25,000.00 three years from now—APPLY!

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Will swap 250 watt transmitter for new Ampex 300. Call 583-2727, w. THE, Spartanburg, South Carolina.

Electronic technicians needed to install and service wired-music and sound systems. Part-time or full-time. Free details. Write: CSOE, Box 10634, Jackson 9, Mississippi.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court. Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

RADIO

Help Wanted—Announcers

"Deep South—5 KW—needs experienced, mature D. J. who has a "personality" that comes through. If you are experienced and making over $100 a week now—send tape, resume, employment record to Box 747H, BROADCASTING."

Help Wanted—(Cont'd)

Technical

ENGINEER

Need staff engineer for office and field work in connection with AM, FM, TV, and Microwave activities. Please furnish review of qualifications, interests, and availability. Standards must be high.

A. Earl Cullum, Jr.
Consulting Engineers
P. O. Box 7004
Dallas 9, Texas

Production—Programming, Others

12 years experience in radio & tv in major eastern market within multiple station operation. All phases of production, operations, continuity and traffic. Want to relocate for added responsibility and new challenges in major market area. Box 708H, BROADCASTING.

WERE

Cleveland's top news station is expanding its award winning news staff. The man we seek must have proven background in the news field with a distinct personality. If you think you're our man, please rush tape, photo and resume to:

Ray Tannehill, News Director
Radio Station
WERE
1500 Chester Avenue
Cleveland 14, Ohio

RADIO

Situations Wanted—Management

UNBEATABLE OUTSTANDING HUSBAND AND WIFE MANAGEMENT TEAM

Let us put your station in top notch sales position in your market. Offer combined experience of 39 years in network, national, regional, local selling. Both television and radio experience. Well versed in financial aspects of station operation. Capable of taking complete charge. Excellent opportunity for absentee or group ownership. Best references. Write Box 3276, Grand Central Station, New York 17, New York.

TELEVISION

Help Wanted—Management

Help Wanted—(Cont'd)

Sales

SALESMAN

East or Midwest Territory

Aggressive salesman needed for top film syndication company. Excellent properties. Salary commensurate with ability. Write full details to the president,

Box 736H, BROADCASTING

Aggressive, experienced salesman with proven record of selling success to serve as account executive in the West Coast Division of a major television film producer and distributor. Excellent opportunity for right man. Top draw against commission plus transportation expenses. Send resume and sales record. Box 489H, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV GENERAL MANAGER

Top level executive available for large or medium market TV operation . . . 20 years experience *ALL PHASES*. Can stand rigid investigation. . . . Fully qualified to assume complete management responsibility or as executive officer of your corporation. . . . Am former station owner-operator and corp. President . . . have capital for investment in good station with aggressive future plans, or will discuss joining forces with substantial principals interested in purchasing TV properties. Write in confidence with full disclosure of identity.

Box 622H, BROADCASTING

OPPORTUNITIES IN CALIFORNIA

Have you considered the possibility of changing from your present position to a better opportunity?—Either now or later? We want to build an active personnel file of the most capable people in our profession for openings both now and later.

We operate radio, tv and fm stations in California (not S.F. or L.A.). We are number 1 and expanding. We have immediate openings in television traffic, radio and tv sales, and we need an artist who knows promotion thoroughly: Also executive secretaries.

Regardless of what you are doing now if you are versatile and have experience and ability in any phase of broadcasting we would like to hear from you. Teamwork and responsibility are vital. We offer permanency, stability and require the highest professional standards. We will answer all replies and tell you all about our stations that are located in the most beautiful sections of California. Good salary, excellent working conditions and fringe benefits Write now to:

Box 737H, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

One of country's best sports men. Presently with 50,000 watt radio and full power tv stations. Network experience. All sports. Can sell on air and off air as account executive. Age 32. Want opportunity with more progressive station or ad agency. Airmail for tapes, vtr's and other information. You'll be glad you did! Box 749H, BROADCASTING.

EMPLOYMENT SERVICE

AMBITIOUS?
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine, 83 So. 7th St. — Broadcast Division, Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**
Address Radio Dept. on your letterhead for FREE information and samples.
EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

Business Opportunity

Is there anyone in the United States who would like to trade me a partnership in a good radio station for 114.32 acres of good cotton growing ground? Please write: The Lovable Louise, D.J., P. O. Box 403, El Paso, Texas.

FOR SALE

Equipment

RADIO REMOTE CONTROL SYSTEM
Model RRC-10
FOR FM AND AM TRANSMITTERS
Eliminate costly wire line charges. Own your own system. 950 mc PROGRAM STL AVAILABLE SEPARATELY. Attractive leasing plan
MOSELEY ASSOCIATES
4416 Hollister Avenue, P. O. Box 3192
Santa Barbara, California

MOBILE UNIT FOR SALE

Complete unit included: 1956 Ford c-700 tractor, fully equipped, 37,396 miles; 1956 Fruehauf special highway display trailer with 21 foot display window on each side, 12.5 KVA 110/220 volt Kohler gasoline generator, and 3 ton air conditioner. Broadcasting equipment includes custom built announcer's desk, and control desk for console, turntables and record storage. Console is a Gates "Yard" with 2 presto 3 speed turntables, each with Cairad SV-16 pickup arm and GE "turnaround" cartridge. Also included are two 50" relay racks, one containing a Gates 50 watt FM transmitter modified for operation on 166.25 MC; the other contains a Magnecord PT-6 tape recorder and a 50 watt Newcomb public address system. Four speaker horns for PA system, and a "Yagi" transmitting antenna with 15 foot mast are included for mounting on roof.
For further details, write: RADIO DIVISION, STORER BROADCASTING COMPANY, 1177 KANE CONCOURSE, MIAMI BEACH, FLORIDA.

FOR SALE

Stations

WEST COAST MAJOR MARKET
Well known and substantial regional full time facility in one of the Nation's better growth markets. Average annual sales in excess of $500,000 with excellent earnings record. Realistically priced for immediate sale.
Box 574H, BROADCASTING

$88,000 Cash Flow
Average over the past four years. Single market full time in small community in Northeast. Price—$500,000. 29% Down. Box 683H, BROADCASTING.

A class B maximum power FM stereo multiplex radio station in the second largest FM major market—Boston, is for immediate sale. Presently with national and local sales billing.
Population over 3,500,000.
All brand new RCA and H. H. Scott broadcasting stereo equipment. Excellent coverage. Will sacrifice with terms at $75,000—30% down. Priced for immediate sale.
Box 702H, BROADCASTING

Mid-West. Non-competitive. Single Market. Fulltimer within 150 miles of Indianapolis. Grossing over $94,000.00 last 12 months. Excellent terms. Around $45,000.00 down, balance 7 to 10 years. 1000 Watts daytime and 250 Watts nighttime. Direct sale—not handled by brokers.
Box 754H, BROADCASTING

Pa	single	daytimer	85M	25M
Ore	single	daytimer	75M	29%
Midwest	single	500 w-D	100M	terms
La	small	daytimer	40M	9dn
NW	medium	fulltime	107M	terms
Gulf	metro	1kw-D	116M	29%
Plains	capital	daytimer	90M	29%
Fla	major	rated FM	65M	10dn
South	major	fulltime	400M	100dn

And others
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE—(Cont'd)

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

ARIZONA NEW LISTING. $22,620 down for 250 kw fulltimer. Asking $78,000 including real estate. "A GUNZENDORFER *Exclusive.*"

OREGON 5000 WATTS. Major market. Priced to sell at $215,000. 29% down. "A GUNZENDORFER *Exclusive.*"

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Southwest medium TV-Radio $305,000—Texas single regional money-maker, one of the nicest physical plants and best equipped single market station in country $145,000 with only $32,500 down, 15 yrs. on balance—Texas metro regional, over $52,000 cash flow profit 1960, $250,000—Southern major profitable fulltime regional $365,000—Louisiana single, growing market $40,000—Florida major power $237,000—Texas single, exceptionally well equipped and excellent plant, good city, good area, $59,750—Texas medium fulltimer, making money, lots equipment top condition. $160,000—Okla. single, profitable, terrific area. $100,000—Louisiana single $26,950—We have what you want, or we will get it for you!

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

NORTHWEST. Daytime. Exclusive $12,000 down.

SOUTH CENTRAL. Major market. Full time. Asking $180,000. 29% down.

CALIFORNIA. Exclusive. Full time. Asking $110,000. Terms.

EAST. Top market. Daytimer. $112,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 104

ch. 7, Hinsdale, Mont., to translate programs of KUMV-TV ch. 8 Williston, N. D., via intermediate translator; Bond-McCoy Tv Assn. on ch. 13 Bond and McCoy, Colo., KOA-TV ch. 4, Denver, Colo., via intermediate translator; Emery Town on ch. 11 Emery, Utah, KCPX-TV ch. 4, Salt Lake City, Utah, via intermediate translator, condition; Park Non-Profit Tv Inc. on ch. 13 Livingston and Chadbourn, Mont., KGHL-TV ch. 8 Billings, Mont., via intermediate translator, condition; Martin Tv Club on ch. 12 Martin, S. D., KPLO-TV, ch. 6 Reliance, S. D.; Park River Commercial Club on ch. 8 Park River, N. D., WDAY-TV ch. 6, Fargo, N. D.

Actions of Oct. 26

■ Granted cps for following new vhf tv translator stations: Emery Town on ch. 13 and 9 Emery, Utah, to translate programs of Salt Lake City, Utah, stations KSL-TV ch. 5 and KUTV ch. 2, via intermediate translators, conditions.

WDOK Cleveland, Ohio—Granted cp to make changes in daytime DA system.

WAOK Atlanta, Ga.—Granted cp to install new alternate main trans.; remote control permitted.

■ Following stations were granted cps to install new trans.: WTBO Cumberland, Md.; WRDB Reedsburg, Wis.; KTFY Brownfield, Tex.; KOOK Billings, Mont.

WDOV Dover, Del.—Granted mod. of cp to change type trans.

WSHP Shippensburg, Pa.—Waived Sec. 3.30 of rules and granted mod. of cp to change main studio and trans. locations and to make changes in ant. system; remote control permitted; condition.

KEKO Kailua, Hawaii—Granted mod. of cp to change ant.-trans. and main studio location, make changes in ant. system; remote control permitted.

KPIR Eugene, Ore.—Granted mod. of cp to change ant.-trans. and main studio location.

KICU-TV Visalia, Calif.—Waived Sec. 3.613 of rules and granted mod. of cp to change ERP to vis. 214 kw, aur. 117 kw, make changes in ant. structure and specify studio location; ant. height 770 ft.

KEKO Kailua, Hawaii—Granted extension of completion date to March 31, 1962.

■ Granted renewal of licenses for following stations: KALE Richland, Wash.; KCOW Alliance, Neb.; KSWO Lawton, Okla.; WAKR Akron, Ohio; WAPF McComb, Miss.; WASK Lafayette, Ind.; WAVU Albertville, Ala.; WBKN Newton, Miss.; WBOW Terre Haute, Ind.; WEAB Greer, S. C.; WFML(FM) Washington, Ind.; WFOB-AM-FM Fostoria, Ohio; WFPR Hammond, La.; WGFS Covington, Ga.; WHBC Canton, Ohio; WHLN Harlan, Ky. WHUT Anderson, Ind.; WIRE Indianapolis, Ind.; WKCW Warrenton, Va.; WKXV Knoxville, Tenn.; WLOK Memphis, Tenn.; WMPS-AM-FM Memphis, Tenn.; WNAG Grenada, Miss.; WPLO-AM-FM Atlanta, Ga.; WTND Orangeburg, S.C.; WTRO Dyersburg, Tenn.; WVTS(FM) Terre Haute, Ind.; WWGS Tifton, Ga.; WWHI(FM) Muncie, Ind.

Actions of Oct. 25

KTTN Trenton, Mo.—Granted assignment of license to Clarence E. Breazeal; consideration $90,000.

KMCD Fairfield, Iowa—Granted assignment of license to RF Inc.

KRED, KIEM-FM-TV Eureka, Calif.—Granted assignment of licenses to California Oregon Radio Co.; consideration $800,000.

KHUM Santa Rosa, Calif.—Granted assignment of cp to Bay Area Electronic Inc.; incorporation of existing partnership.

WGGG Gainesville, Fla.—Granted transfer of control from H. W. Holland, Ed. C. Wright, Harry R. Playford and Leon E. Mims to Charles W. Mackey and Richard L. Marsh; consideration $63,000.

WCLI Corning, N. Y.—Granted increased daytime power from 250 w to 1 kw and install new trans., continued operation on 1450 kc, 250 w-N, with remote control; condition.

KEMO (FM) St. Louis, Mo.—Granted mod. of cp to change type trans.; conditions.

KCAS Slaton, Tex.—Granted mod. of cp to change ant.-trans. and studio locations, change type trans., make changes in ant. system; remote control permitted.

WLBK-FM DeKalb, Ill.—Granted mod. cp to change type trans.

WRMI-FM Morris, Ill.—Granted mod. of cp to change studio location and ant.-trans. location (same site description).

KBLR Bolivar, Mo.—Granted mod. of cp to change type trans.

WMLW (FM) Milwaukee, Wis.—Granted mod. of cp to increase ant. height to 190 ft, move ant.-trans. and studio location, change type trans., make changes in ant. system and correct coordinates.

KIQS Willows, Calif.—Granted mod. of cp to specify main studio location and remote control point.

KHGM (FM) Beaumont, Tex.—Granted mod. of cp to operate trans. by remote control from main studio site.

WMNI-FM Columbus, Ohio—Granted mod. of cp to decrease ERP to 91 kw, increase ant. height to 200 ft., change type trans. and ant.; condition.

WEFA (FM) Waukegan, Ill.—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WHTG-FM Eatontown, N. J., to Dec. 5; KFUR-TV Santa Fe, N. M., to April 26, 1962, KLME Laramie, Wyo., to Feb. 1, 1962.

Actions of Oct. 24

Helena Free Tv Assn., Helena and Helena Valley, Mont.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KRTV (ch. 3) Great Falls.

WENT Gloversville, N. Y.—Granted increased daytime power from 250 w to 1 kw and install new trans., continued operation on 1340 kc, 250 w-N, with remote control; conditions.

KRAD East Grand Forks, Minn.—Granted change on 1590 kc from D to unl with 1 kw night and day, DA-N, and delete remote control operation daytime; conditions.

KSWI Council Bluffs, Iowa—Granted increased power from 500 w to 1 kw, continued operation on 1560 kc, D, with remote control. condition.

KVLV Fallon, Nev.—Granted change of facilities from 1250 kc, 1 kw, D, to 980 kc, 5 kw, D, changes in ant. system (increase height), ground system and installation of new trans.

WFMT (FM) Chicago, Ill.—Granted cp to increase ERP to 135 kw, continued operation on 98.7 mc, and install new ant.

WZOE Princeton, Ill.—Granted mod. of cp to change type trans.

KFAX San Francisco, Calif.—Granted cp to make changes in DA pattern.

KSWM Aurora, Mo.—Granted mod. of cp to change type trans.

■ Granted cps for following new vhf translator stations: R.V.T.V. Repeater Assn. on ch. 2 and 6 Round Valley, Ariz., to translate programs of stations KGGM-TV (ch. 13) Albuquerque, N. M., and KGUN-TV (ch. 9) Tucson, Ariz.; conditions; Albany Electronics Inc. on ch. 10 and 12 Laramie, Wyo., to translate programs of Denver, Colo. stations KOA-TV (ch. 4) and KLZ-TV (ch. 7).

Actions of Oct. 23

■ Granted cps for following new vhf tv translator stations with provision for multiple amplifiers: Better Community Tv Assn. Omak and Okanogan, Tunk Valley and Pine Creek areas, Wash., on ch. 9, 11 and 7 to translate programs of Spokane, Wash., stations KREM-TV (ch. 2), KHQ-TV (ch. 6) and KXLY-TV (ch. 4).

■ Granted cps for following new vhf tv translator stations: Better Community Tv Assn. on chs. 10, 8 and 12 Tonasket, Riverside and Malott, Wash., to translate programs of Spokane stations KXLY-TV (ch. 4), KHQ-TV (ch. 6) and KREM-TV (ch. 2) via intermediate translator stations; Northern Tv Inc. on ch. 3, Kenai, Alaska, KTVA (TV) (ch. 11) Anchorage, Alaska.

WNEW-FM New York, N. Y.—Remote control permitted main and aux. trans.

WLDB Atlantic City, N. J.—Granted change of remote control authority.

Short term renewal

■ Commission granted Miss Ark Bcstg. Co. one-year renewal of its license for am station WESY Leland, Miss., and sent licensee letter. Action Nov. 1.

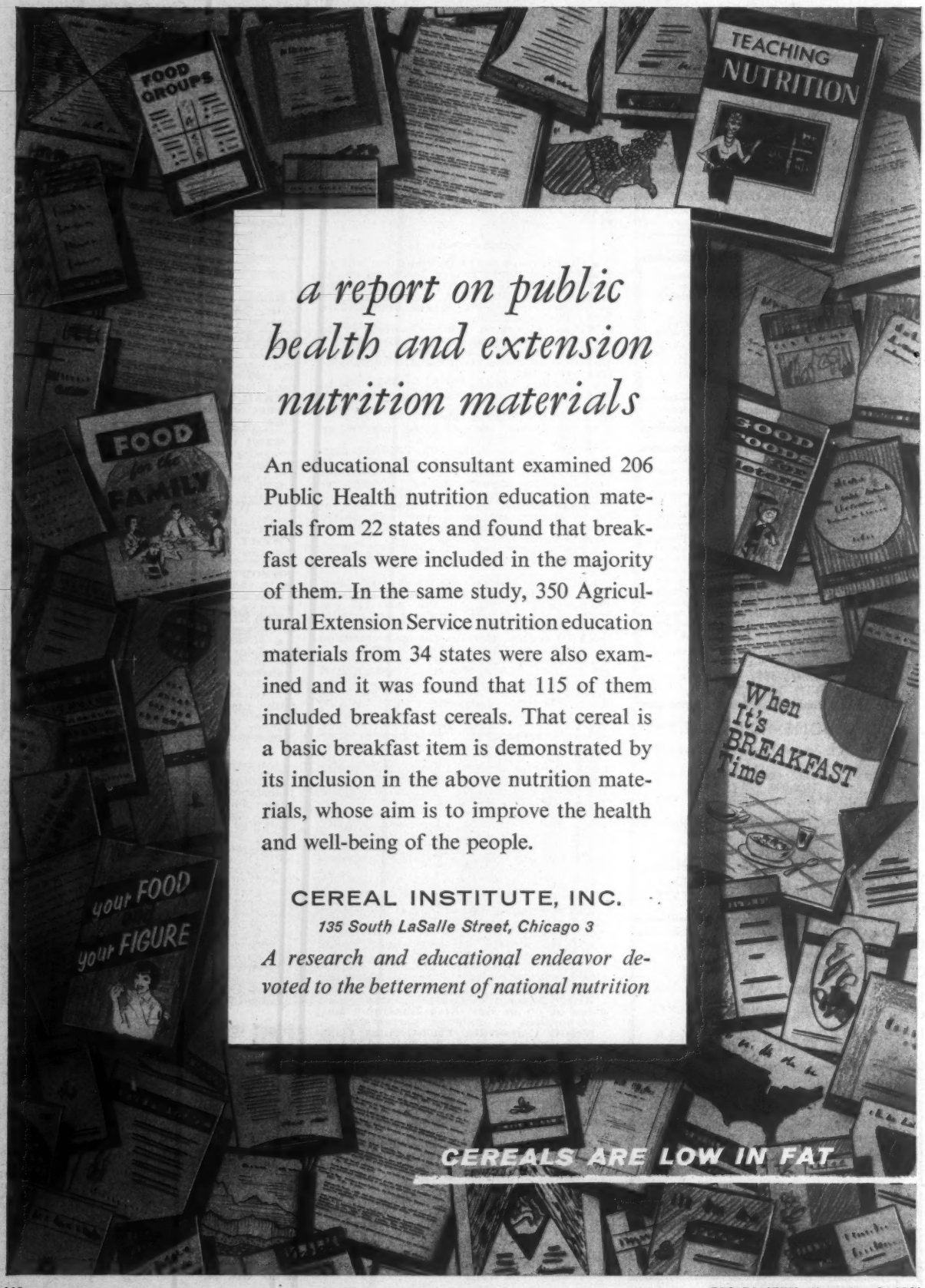
Rulemakings

PETITION FILED

Sec. 3.606 National Educational Tv & Radio Center, Washington, D. C. (10-26-61)—Requests amendment of rules so as to reassign uhf ch. 14 from Modesto, Calif., to San Mateo, Calif., and reserve it for non-commercial educational tv use by making following changes:

	Present	Proposed
Modesto Calif.	14+ 58	58
San Mateo, Calif.	—	*14+

Ann. Oct. 27.



a report on public health and extension nutrition materials

An educational consultant examined 206 Public Health nutrition education materials from 22 states and found that breakfast cereals were included in the majority of them. In the same study, 350 Agricultural Extension Service nutrition education materials from 34 states were also examined and it was found that 115 of them included breakfast cereals. That cereal is a basic breakfast item is demonstrated by its inclusion in the above nutrition materials, whose aim is to improve the health and well-being of the people.

CEREAL INSTITUTE, INC.

135 South LaSalle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS to Ruth Montez Tjaden, president, AWRT

Broadcasting isn't strictly a man's world

If any woman in broadcasting ever could follow an act, as the old show-business saying goes, like Esther Van Wagoner Tufty, it has to be Ruth Montez Tjaden, the new president of the American Women in Radio & Television and director of promotion, publicity and public relations for KWTV (TV) Oklahoma City.

In fact, following Montez Tjaden (pronounced Jaden) might even be a tougher assignment. The drawling, statuesque (she's a shade under six feet tall) leader of AWRT has cut quite a caper in a broadcasting career spanning some 20 years.

The former actress-newspaperwoman-advertising copywriter-press agent-promoter-Navy Commander has done almost everything in her time except break Babe Ruth's homerun record—mainly because she didn't have time.

Like Mrs. Tufty, Montez also has color, a boisterous personality and a strong conviction that this isn't strictly a man's world—particularly in broadcasting.

Actually, Montez Tjaden (she hasn't used Ruth since childhood except for a tenure in the Navy when ". . . that bear of a C.O. in San Francisco wouldn't believe Montez was my real name.") is dynamic as lady presidents go. With all her versatility and aggressiveness she is as refined as a typical socialite, and has a modern art and sculpture collection to prove it.

But the lady is tough. She is big enough and has a voice loud enough to command respect from her male counterparts—and she does.

"The James Arness of AWRT" ▪ She is appropriately described by a phrase overheard at a broadcaster-legislative reception last May at the National Press Club in Washington:

"She'd be great in the James Arness role in *Gunsmoke*."

Whether in jest or not, the tag fits. She grew up on a cattle ranch and is an able rider as well as a good shot, a talent retained from her youth when she hunted rabbits with her brothers.

Montez broke into broadcasting in the early 1940s as a continuity writer, assistant producer and part time actress (when the occasion demanded) at KFBI Wichita, Kan. Eighteen months later, Montez was head of the continuity and traffic department in addition to her chores as a newscaster.

Still not satisfied (and she wouldn't be for many years hence, as it came to pass), she switched her allegiance to KOME Tulsa. The opening of the armed services to women accounted for many news stories during 1942, and she got the idea to try for a commission in the Navy. "I was an ensign before I knew what was happening," Montez says. Today she is a full commander in the Naval Reserve.

Introduction to her present boss, Edgar T. Bell, executive vice president and general manager of KWTV, came while Montez was on a public relations mission for the Navy. She and Mr. Bell combined their efforts in promoting the war bond drive in Oklahoma City. It was a little more than coincidence that she went to him for a job when her Navy tour ended.

Learns Promotion ▪ Montez told Mr. Bell she wanted to learn the promotion business, a wish he promptly fulfilled, putting her to work in the promotion department of the Oklahoma Publishing Co. writing trade and direct mail advertising for WKY Oklahoma City and KLZ Denver.

When WEEK Peoria, Ill., was built in 1947, Montez packed her bags and became the station's first promotion manager. In 1949 she transferred back to familiar soil when KRMG Tulsa began operations.

She sailed a radical tack from broadcasting at this point, taking a year's time out to be a press agent. As Montez explains it "It sounded like fun, it was good pay and it offered practical experience in promotion." She became publicity director for the LeBlanc Corp., Lafayette, La., handling advance press for the first Hadacol Goodwill Caravan, a 20th Century Medicine Show.

Montez Tjaden
A sailor guides her crew

A 90-day tour of duty with the Navy during the Korean conflict stretched into a two-year hitch, and it was 1953 before Montez and Edgar Bell renewed their association to promote a tall television tower, which became KWTV.

She has been there ever since, running her department efficiently and effectively. And it has not gone unnoticed as Mr. Bell himself will testify: "As promotion manager of KWTV, Miss Tjaden has won many awards and high professional recognition—but we are most proud of the leading part she has played in developing 'KWTV-Big 9' image—one that is second to none in the Southwest."

A Whale of a Lander ▪ Today, the chief concern of Montez Tjaden is AWRT—its growth, its prosperity and its role in the broadcasting industry. But AWRT is not a new concern for Montez. She has been a member for the past nine years, active nationally the past six as a director, vice president, president-elect and currently the group's chief executive.

During her administration AWRT's Educational Foundation (a sort of NAB Harvard seminar for women) has flowered into bloom with a successful venture this past summer at Syracuse U. The 1962 seminar at the U. of Washington in Seattle will be even greater, she says.

For years, Montez has believed that there is a relationship between how well informed the individual station executive is and the contribution that his (or her) station will be able to make to the industry. Every station official must be fully up-to-date on the problems and difficulties that face broadcasting, she argues, if individual stations are to be as productive as they potentially can be. The vital importance of this relationship, she maintains, cannot be overstressed.

The 48-year-old (she's not squeamish about her age) lady president doesn't confine her leadership strictly to the 1,600-member AWRT. She was a founder vice president of the Broadcast Promotion Assn. (predominantly male) during its first two years in addition to holding memberships in the Oklahoma Public Relations Assn., the Navy League, and Theta Sigma Phi (national honorary journalism group).

Her hobbies are art and fishing—and she's fairly proficient with the hook, line and sinker, though she says she'd have to land a whale to out-do her father and three brothers during their fishing trips in the Colorado Rockies every summer.

Radio and the Fifth

UNLESS there are mitigating facts that have not come to light, we must agree with the action of WABQ-AM-FM Cleveland in firing its chief engineer for refusing to answer questions about past membership in the Communist Party.

Yet we do not think that the WABQ action provides the ultimate solution to the problem of protecting broadcasting stations from the possibility of sabotage or seizure by enemy agents in an international emergency. The problem is intricate, it is real, and, in the light of present relations between East and West, it is acute.

The WABQ engineer was fired after he refused to answer questions put to him by the House Un-American Activities Subcommittee. Several other engineers currently employed in tv and radio were equally uncommunicative. Are they to be fired, and if so can American radio and television be considered safe from infiltration?

Should there be a thorough screening of all radio and television employes who have access to transmitting equipment and the knowledge to operate or sabotage it? By whom would the screening be done?

These questions, it seems to us, deserve consideration by responsible agencies of government and by broadcasters themselves. No matter what kind of emergency may happen to confront the nation, radio and television will be the paramount means of distributing information to the public. They ought to be protected by some kind of security system that would minimize the chance of their being turned against the public they are intended to serve.

Ethics, morality and good faith

THE FCC majority's calculated campaign to force licensee conformity with its own ideas raises new questions of ethics, morality and even good faith. These wholly aside from the legal and constitutional right to insinuate itself into the programming and business operations of broadcasters.

The program reform routine is the only portion of the crusade visible to the public. Newspapers and consumer magazines have exploited this for competitive reasons.

Little known, except to broadcasters with their licenses on the line, are the on-the-scene investigations of the FCC's own cloak-and-dagger boys (Complaints and Compliance Division) and the recently intensified letter-writing compaign to stations seeking explanations for purported programming and other infractions.

The good faith question emerges from the commission's move to deintermix to all uhf status eight cities having a single vhf outlet. The FCC, which voted 4-3 for these changes last July, now would not be averse to calling off this whole deintermixture rulemaking if legislation to require the manufacture of all-channel receivers is passed by Congress.

This is shocking disregard of the FCC's sworn duty. To use the rulemaking process as a lobbying device is indefensible. It would constitute gross misrepresentation.

If the FCC knows there must be a dual allocation of vhf and uhf channels (as several commissioners unequivocally have stated), it should say so. It should have said so before its deintermixture ruling which threw the affected public and stations into tailspins. Commissioners are sworn to vote their conscience. They cannot trifle with the regulatory processes to coerce licensees or to mislead Congress and the public.

We happen to be for all-channel receivers because we believe that the only answer to the allocations problem is a dual uhf-vhf system. Six years ago we espoused legislation to eliminate the 10% tax on all-band receivers, while retaining it on vhf-band only sets.

Congress hasn't seen fit to enact legislation to make all-channel receivers mandatory, presumably because it isn't sure about its legality.

Hearings on deintermixture are committed early next session before the House Commerce Committee. The committee, we assume, will not overlook the motivation for the FCC's 4-3 vote or the calculated effort to disguise the New York City $2 million uhf experiment as one to test the feasibility of uhf service in New York only.

These and other manifestations of the FCC's considered intent to crack down on licensees by imposition of censorship, threats and intimidation persuade us that an entirely new law to replace the current 34-year old statute is essential. This isn't easily accomplished. It might take years. The time to start is now if broadcasters want to reclaim the freedom they thought was guaranteed them under the First Amendment.

JFK's news switch

THERE is reason for concern to the general public as well as to broadcasters that President Kennedy is decreasing the frequency of his news conferences.

The concern may be amplified by his newest method of meeting the press in private luncheons attended by editors and publishers. Five such luncheons have been held with newspapermen from Kentucky, Missouri, New Jersey, Washington and Texas. (Is it oversight that similar luncheons for broadcasters have not been held?)

In these circumstances—the decrease in the number of open news conferences and the introduction of the private affairs—the American public is losing an element of intimacy in its contacts with the President.

We suggest that President may be losing something too. Franklin Roosevelt said that he found news conferences useful because he could learn, from the questions that were asked, what was on the public's mind.

In the give-and-take of open news conferences of the kind that were held with reasonable regularity during the earlier part of Mr. Kennedy's administration there were benefits for all. The live radio and television broadcasts were especially informative.

Certainly the subjects that are on the public's and the President's minds right now are as deserving of discussion as those with which early conferences dealt.

Drawn for BROADCASTING by Sid Hix

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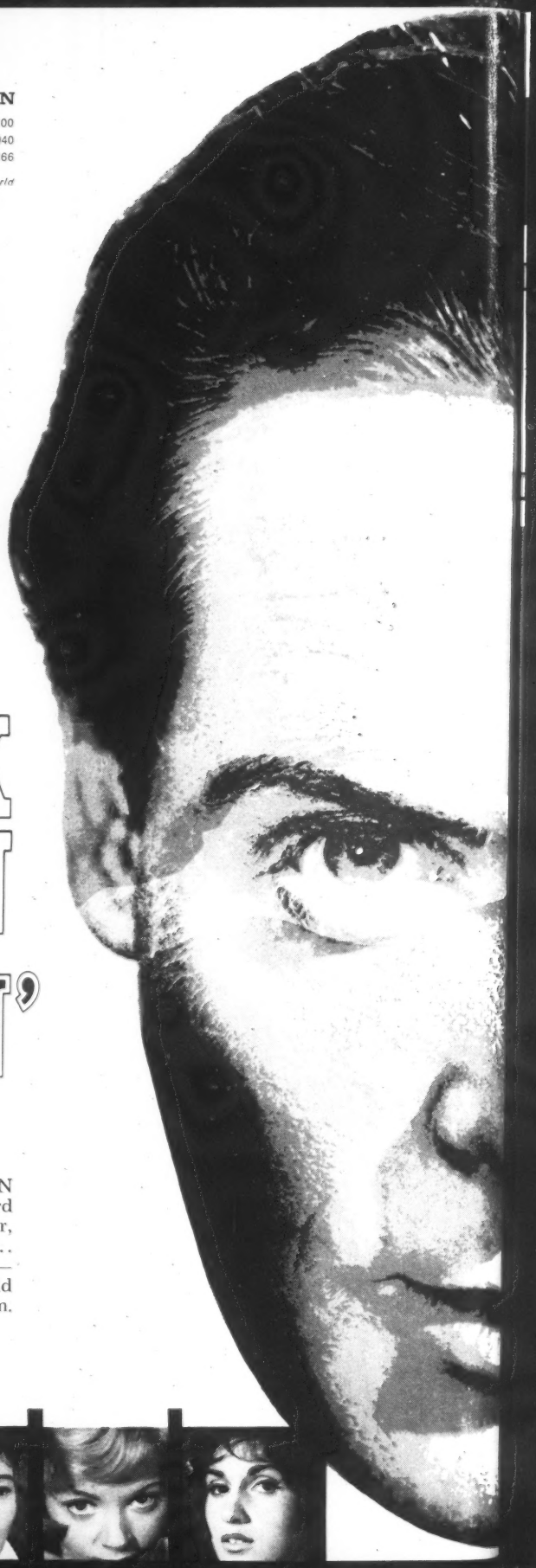

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